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NAME OF LECTURER : MR. IHSAN MAHMOOD
SECTION : NDB3

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1.0 Introduction

This comprehensive customer research report presents the findings from systematic analysis of customer insights and behaviour patterns by following different methodologies. The study includes both quantitative and qualitative approaches to understand the target customer segments.

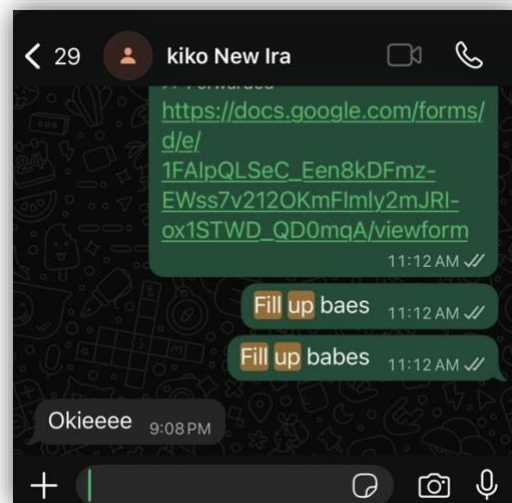
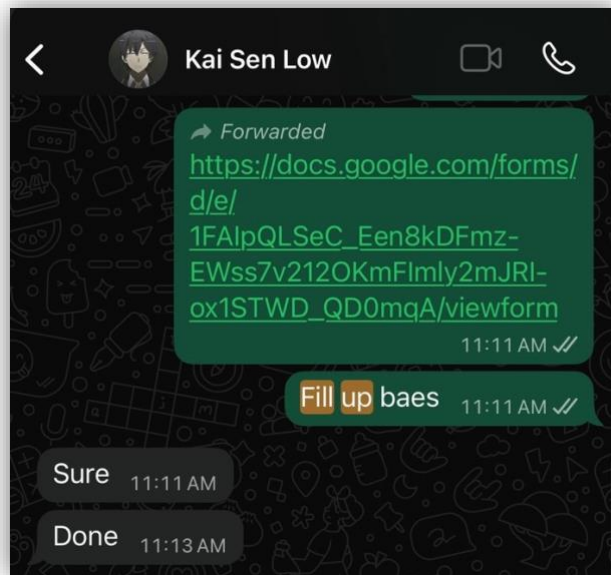
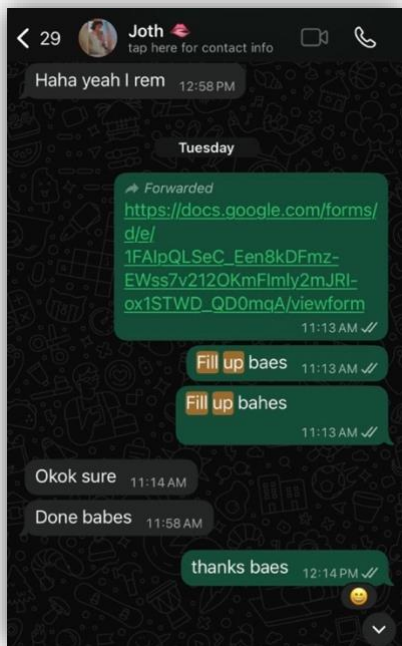
Our research consists of five interconnected tasks that can design to build complete customer profile. The five interconnected tasks are 1. Google Survey for customer insights, 2. Interview with target customer, 3. Building a Consumer Persona, 4. Desktop Research for target customer segment, and 5. Creating Business Model Canvas (BMS).

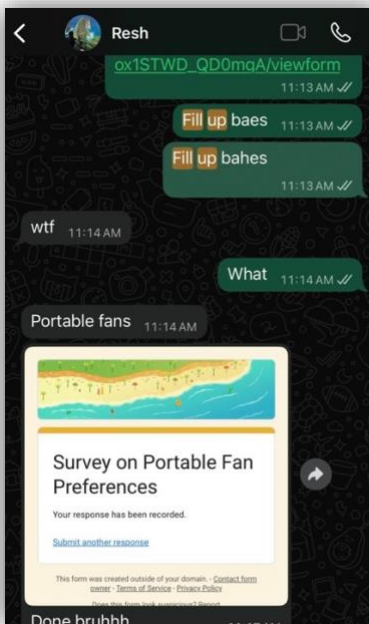
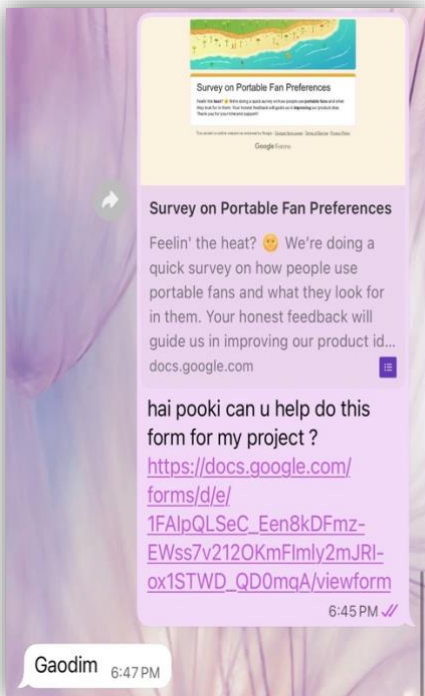
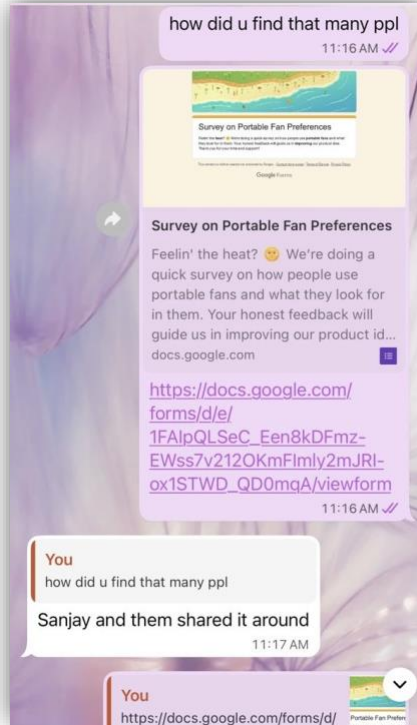
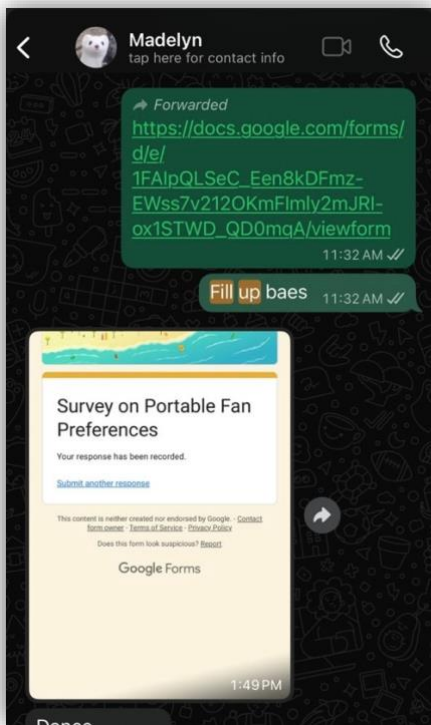
Beginning with Google Survey to distributed to two types of targeted customers groups of 15 participants at least for each group to collect quantitative data for customer behaviours and preferences. Follow by in-depth interviews with customers for deeper insights to understand customer motivations, expectations, and their decision-making processes. These primary data was synthesized into consumer personas, providing customer profiles that present our key market segment. Additionally, desktop research was conducted to validate our target customer, market area and location, and the demand pattern. Finally, the insights were combined as a Business Model Canvas to translate customer understanding into strategic business opportunities. In this way, our report demonstrates the development to the customer-centric business strategies.

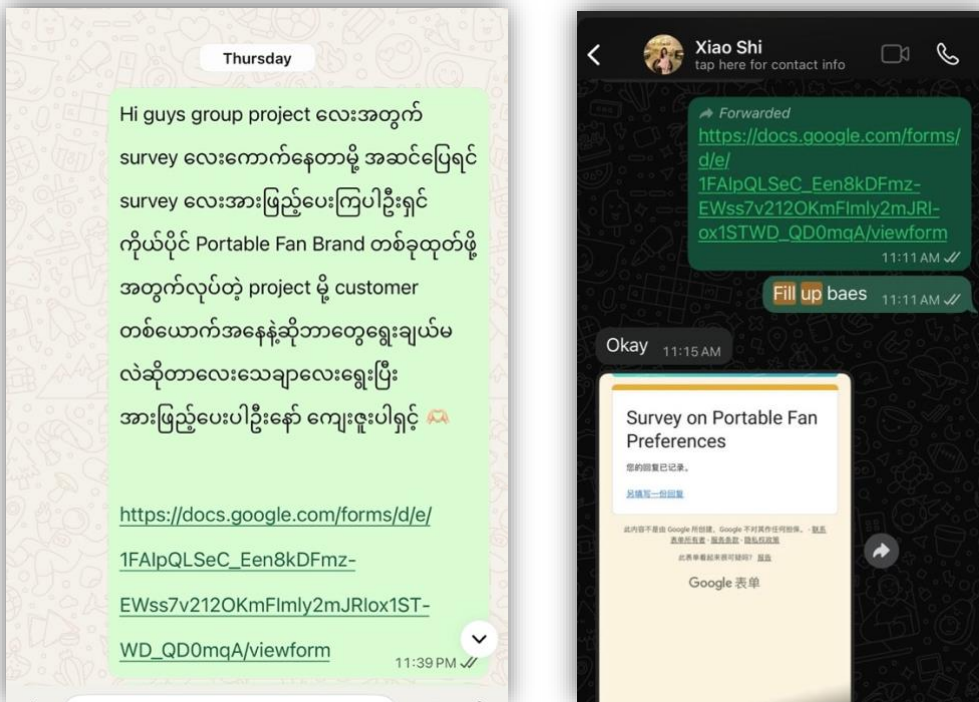
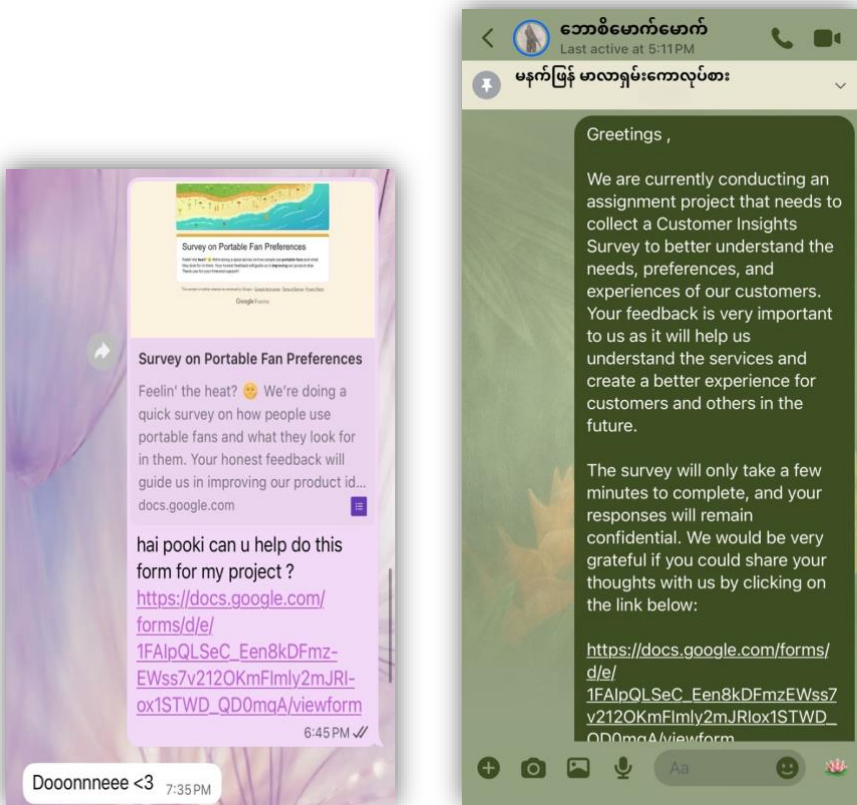
1.1 Google Survey for Customer Insights

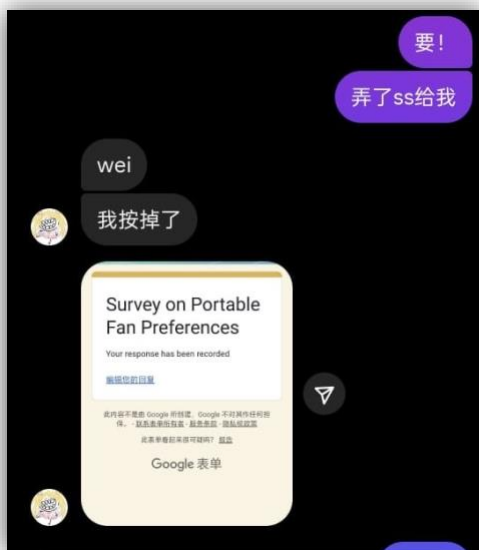
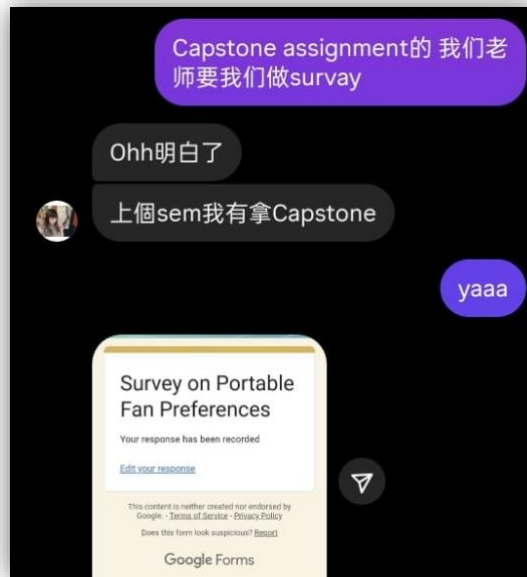
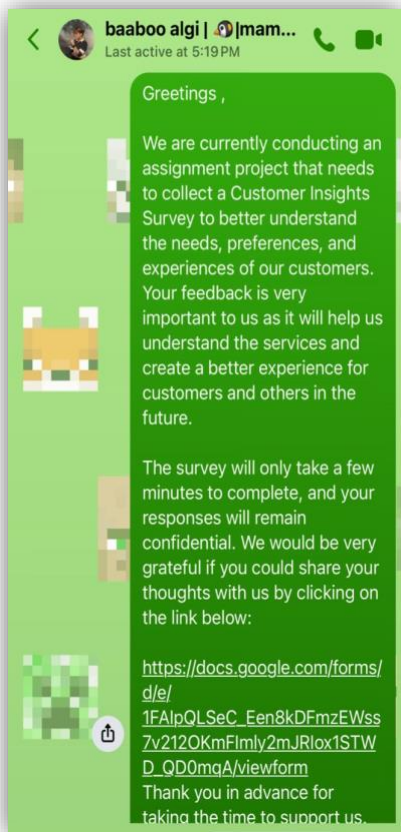
1.1.1 (30) Screenshots of sending the survey showing the 2 (two) Target Groups

Students

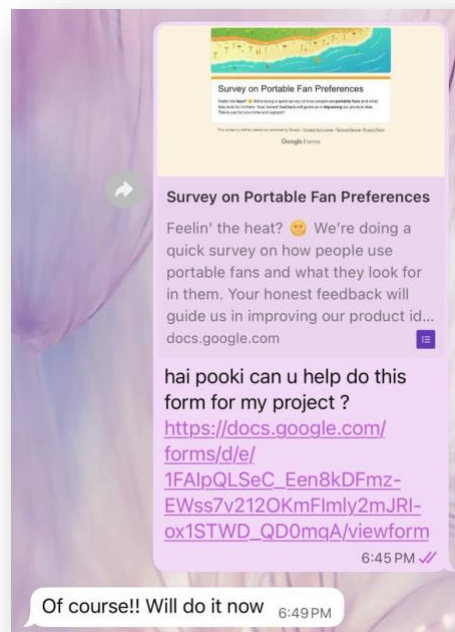
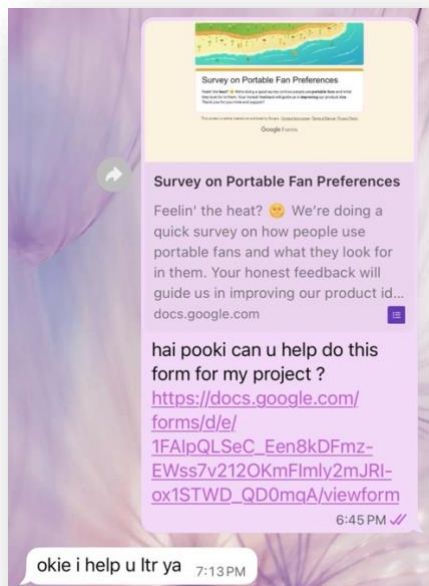
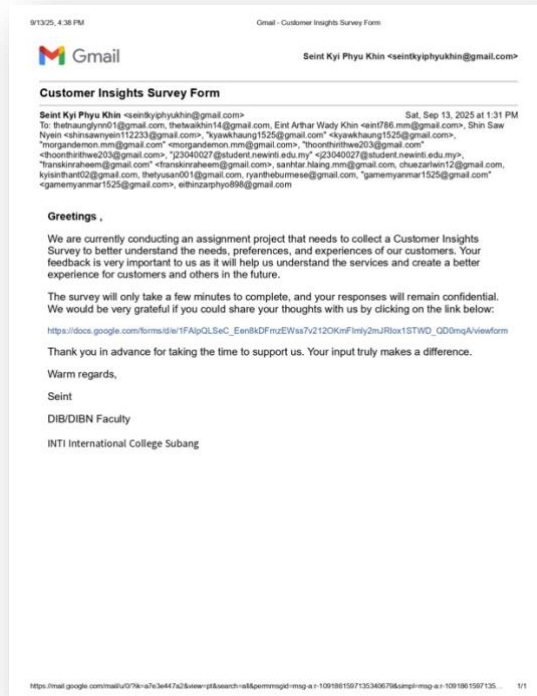
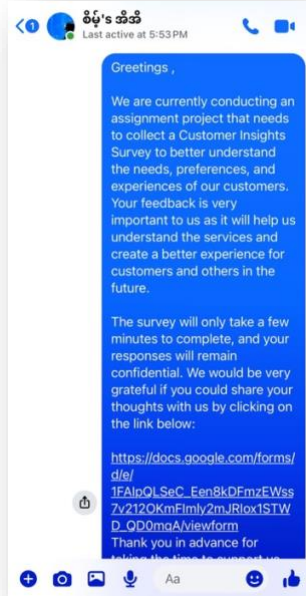


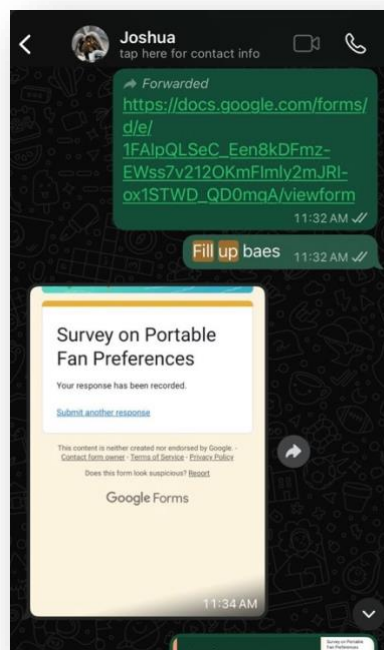
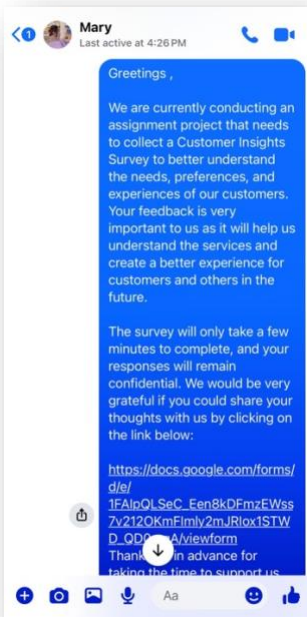
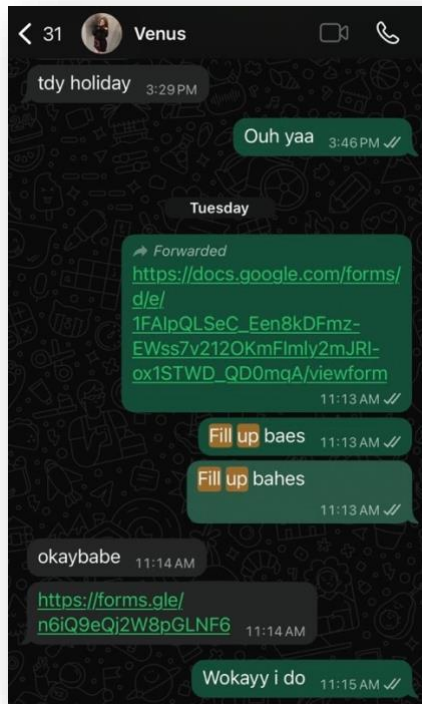
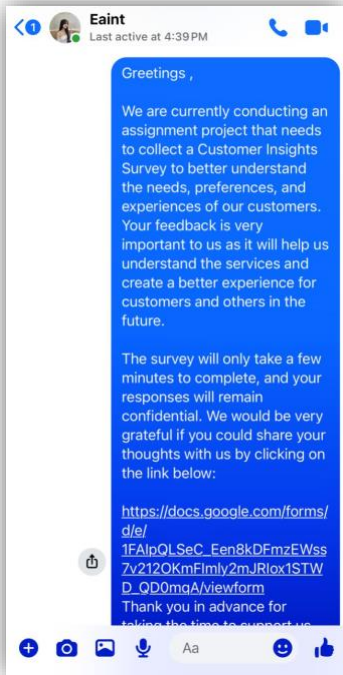


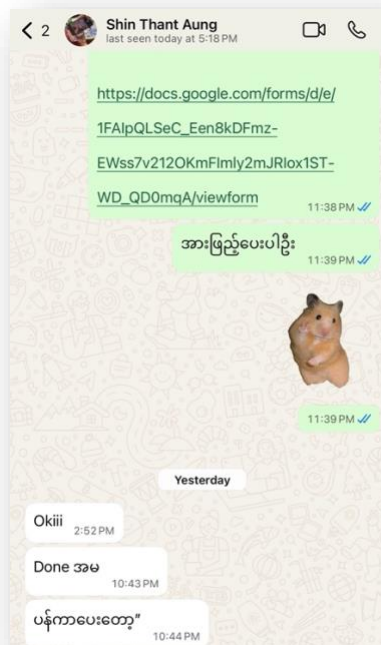
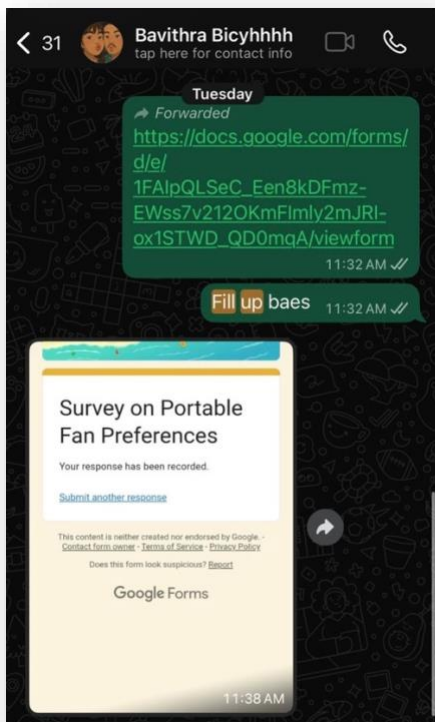
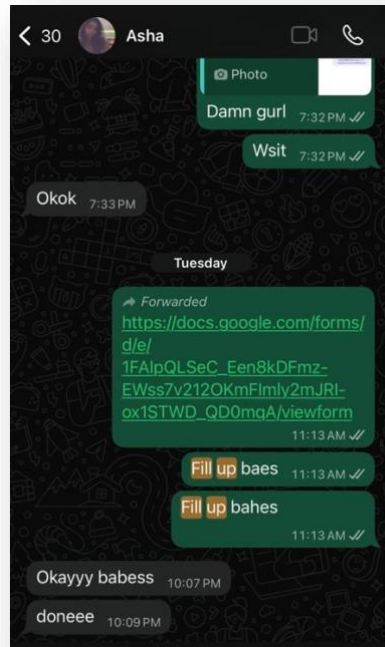
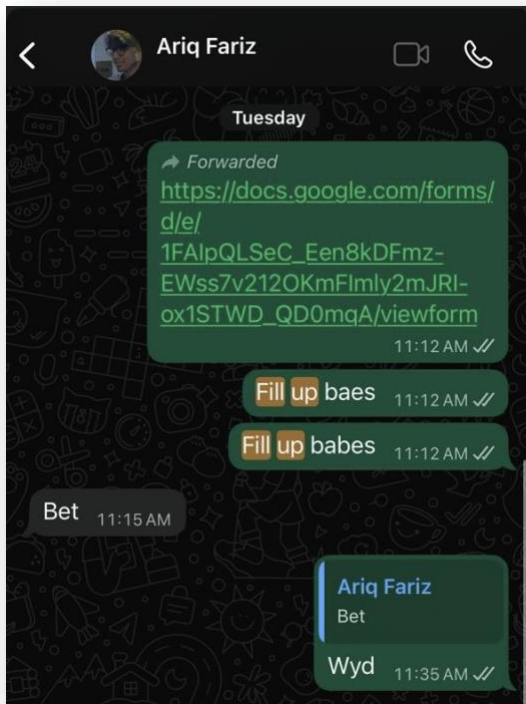


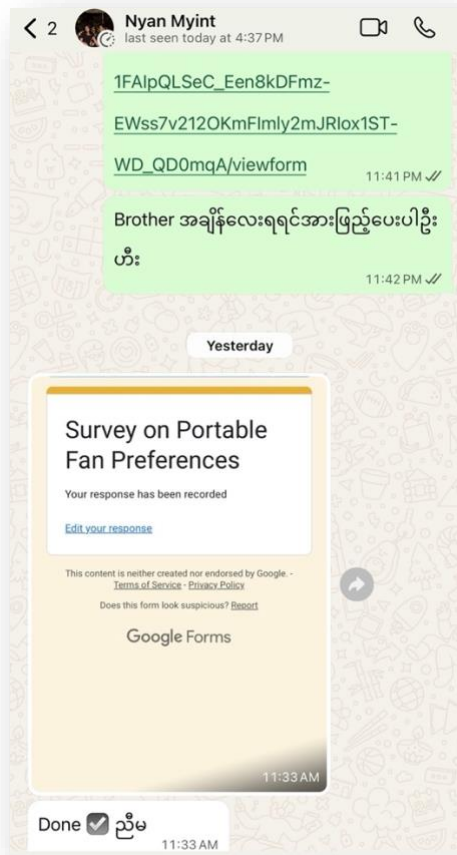
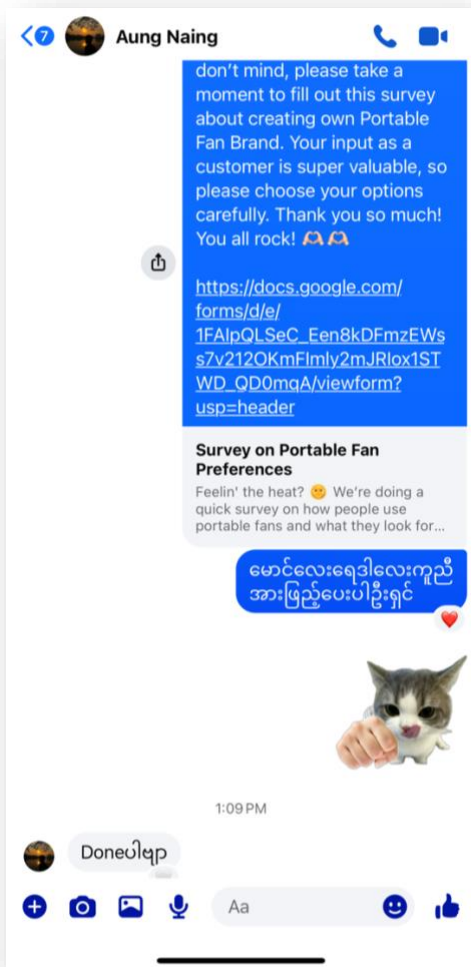
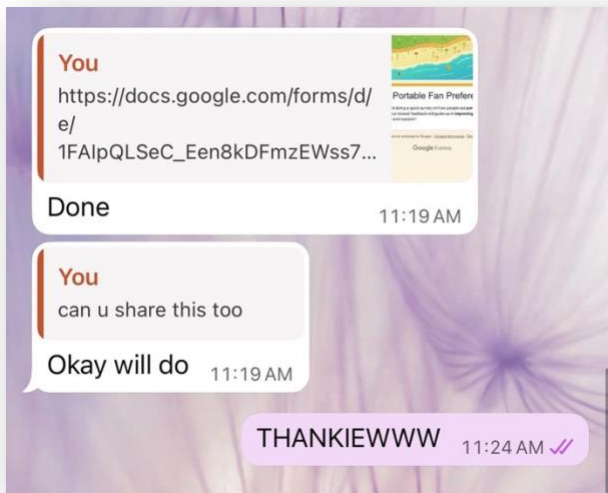


Working Adults









1.1.2. Google Survey Questions and Links

Section A: Demographics & Background

1. What is your **age group**?

☐ Under 18

☐ 18–24

☐ 25–34

☐ 35–44

☐ 45+

2. What is your **gender**?

☐ Male

☐ Female

3. What is your **occupation**?

☐ Student

☐ Working Professional

☐ Self-employed

☐ Other: _____

Section B : Goals-Based Questions (Customer Needs & Preferences)

4. Have you ever **used** a portable fan before?

- ☐ Yes
- ☐ No

5. Which **features** are most important to you in a portable fan? (Choose more than 1)

- ☐ Long battery life
- ☐ Lightweight design
- ☐ Compact size
- ☐ Affordable price
- ☐ Quiet operation
- ☐ Wind speed
- ☐ Other: _____

6. **Where** do you think you will use a portable fan most often?

- ☐ School
- ☐ Office
- ☐ Travel
- ☐ Outdoor
- ☐ Gym
- ☐ Indoor
- ☐ Other...

7. Please **rank** the most important factors that influence you when choosing a portable fan

(1 = Most important, 5 = Least important)

	1	2	3	4	5
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lightweight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section C : Pricing

8. What is your preferred **price range** for a portable fan?

- ☐ RM30–40
- ☐ RM40–50
- ☐ RM50–80
- ☐ RM81+ RM81+

9. What is the **maximum** price you are willing to pay for a higher quality portable fan?

- ☐ RM50
- ☐ RM80
- ☐ RM100
- ☐ RM150

10. How important are **promotions/discounts** to you when purchasing?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not important
- ☐ Other: _____

11. Which purchase **add-on** would you prefer?

- ☐ Free gift (extra battery, pouch)
- ☐ Discount coupon
- ☐ Warranty extension
- ☐ Other: _____

Section D : Information Consumption (How Customers Search & Decide)

12. Where do you usually get **information** before buying a portable fan?

- ☐ Social media ads
- ☐ Friends' recommendations
- ☐ Online reviews
- ☐ Retail shops
- ☐ Other: _____

13. On which **platform** are you most likely to follow or notice a portable fan brand?

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Shopee/Lazada
- ☐ Google

14. Which type of **online content** influences you the most?

- ☐ Product demo videos
- ☐ Customer reviews
- ☐ Influencer recommendations
- ☐ Comparison blogs
- ☐ Reels

15. What type of **product information** is easiest for you to understand?

- ☐ Text
- ☐ Images
- ☐ Videos
- ☐ Reviews

Section E : Customer Behaviour

16. How do you usually prefer to **purchase** a portable fan?

- ☐ E-commerce (Shopee/Lazada)
- ☐ Physical store
- ☐ Social media shop
- ☐ Other: _____

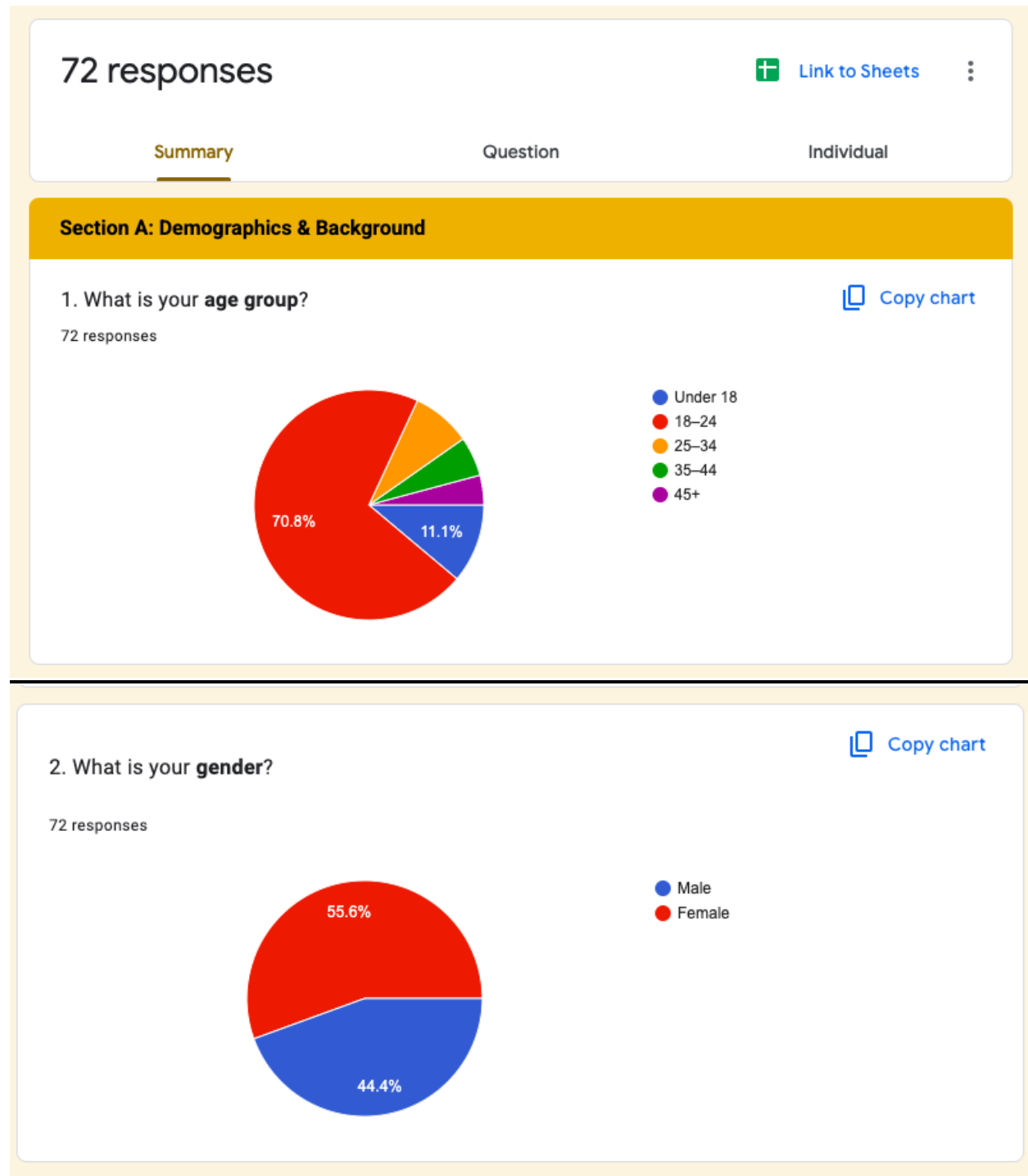
17. How **often** do you usually buy fans or small electronic gadgets?

- ☐ Once a year
- ☐ Twice a year
- ☐ Three times a year
- ☐ Whenever needed

Google Form Link

https://docs.google.com/forms/d/e/1FAIpQLSeC_Een8kDFmzEWss7v212OKmFImlly2mJRlox1STWD_QD0mqA/viewform?usp=header

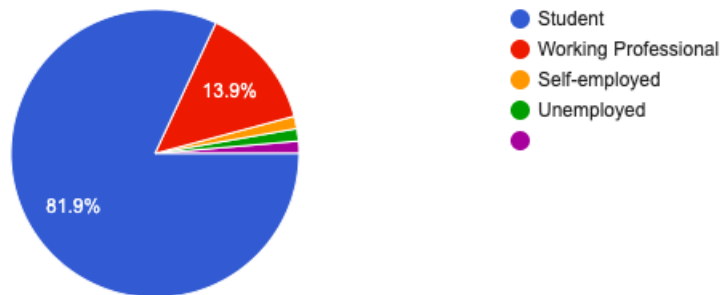
1.1.3 Google Survey Response Rate



3. What is your **occupation**?

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72 responses

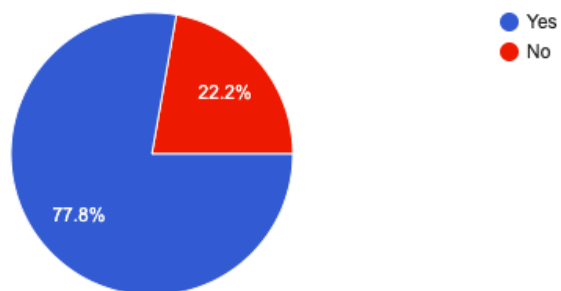


Section B : Goals-Based Questions (Customer Needs & Preferences)

4. Have you ever **used** a portable fan before?

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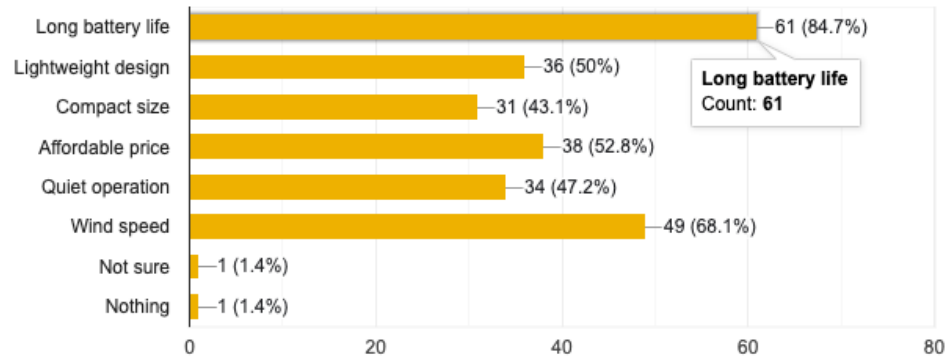
72 responses



5. Which **features** are most important to you in a portable fan? (Choose more than 1)

 [Copy chart](#)

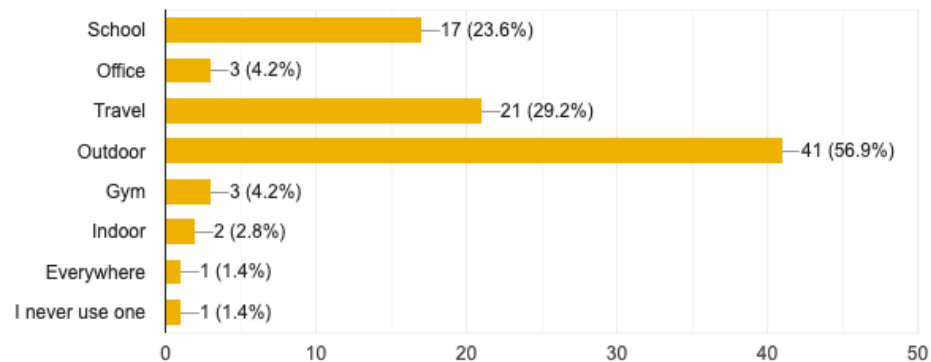
72 responses



6. **Where** do you think you will use a portable fan most often?

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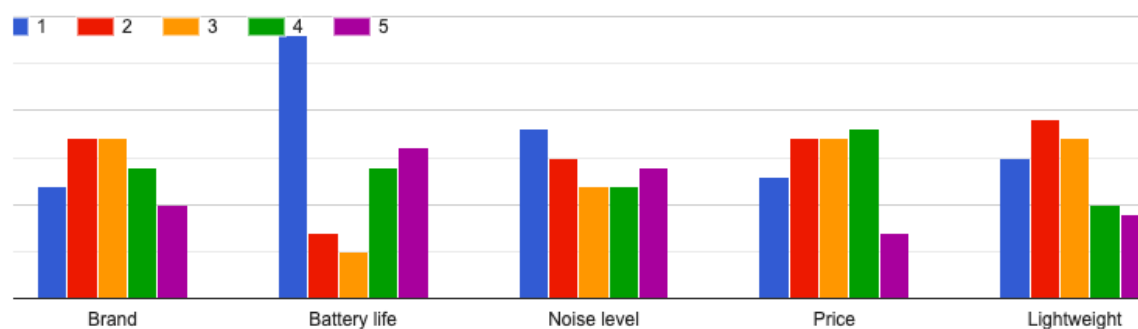
72 responses



7. Please **rank** the most important factors that influence you when choosing a portable fan

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(1 = Most important, 5 = Least important)

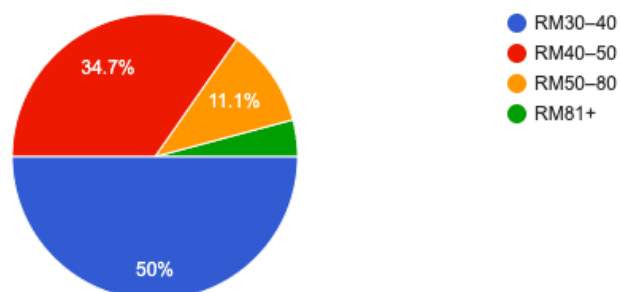


Section C : Pricing

8. What is your preferred **price range** for a portable fan?

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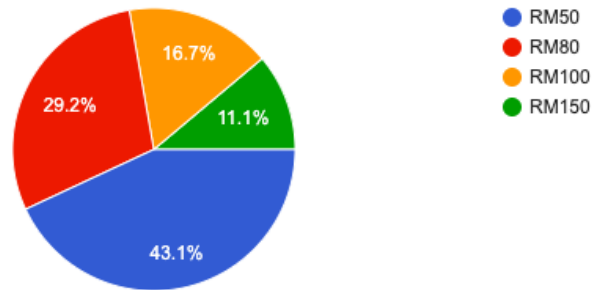
72 responses



9. What is the **maximum** price you are willing to pay for a higher quality portable fan?

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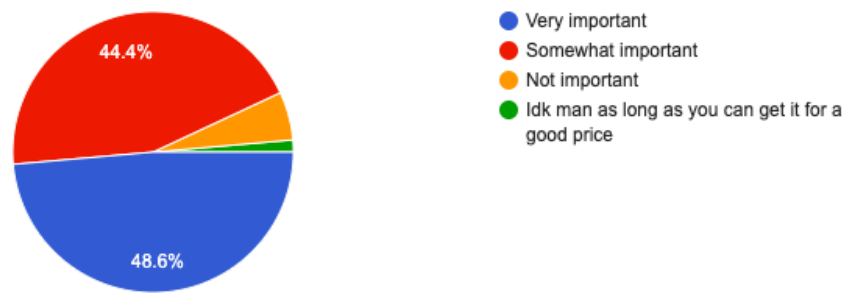
72 responses



10. How important are **promotions/discounts** to you when purchasing?

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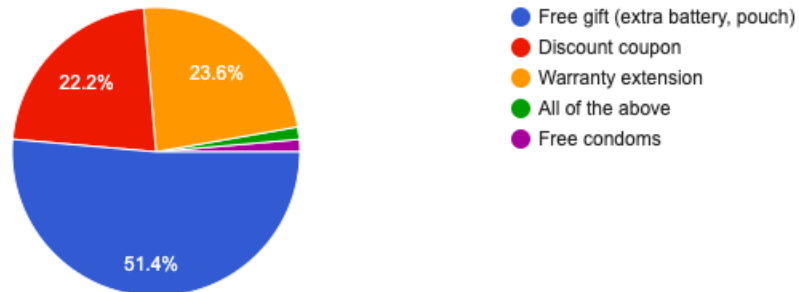
72 responses



11. Which purchase **add-on** would you prefer?

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72 responses

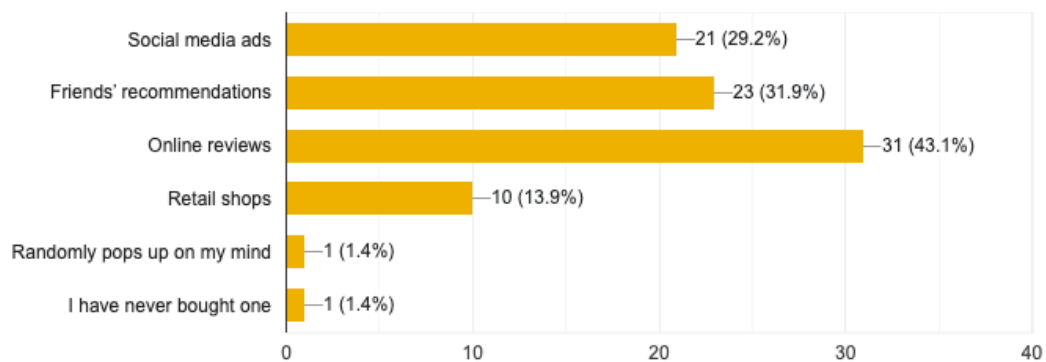


Section D : Information Consumption (How Customers Search & Decide)

12. Where do you usually get **information** before buying a portable fan?

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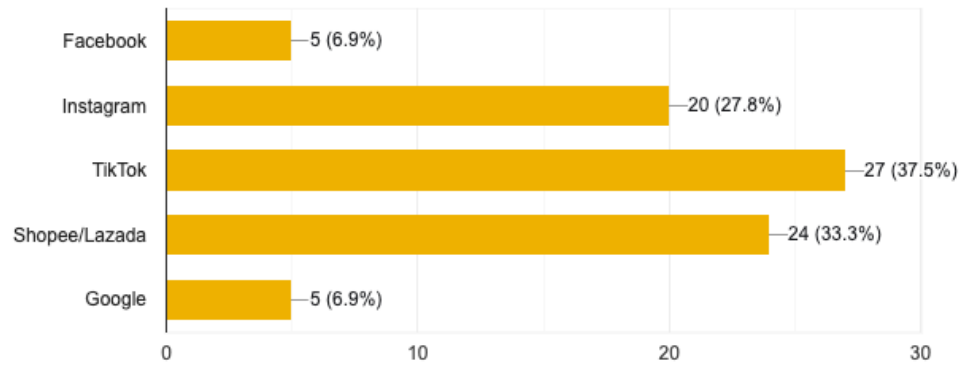
72 responses



13. On which **platform** are you most likely to follow or notice a portable fan brand?

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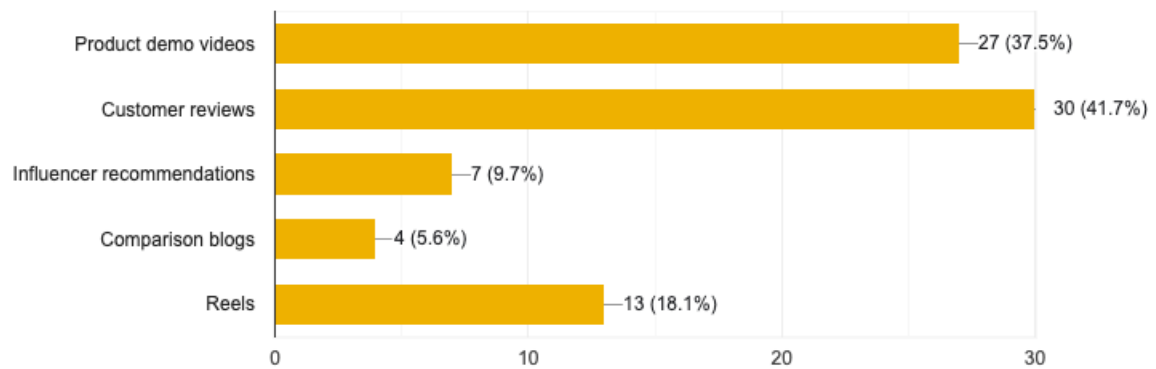
72 responses



14. Which type of **online content** influences you the most?

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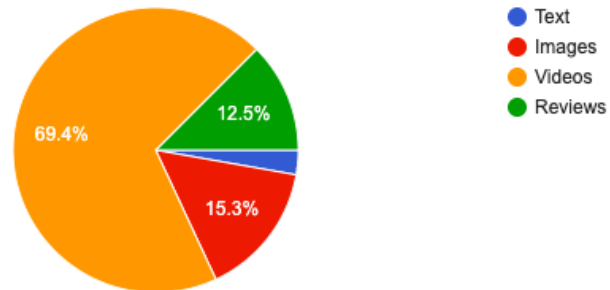
72 responses



15. What type of **product information** is easiest for you to understand?

[Copy chart](#)

72 responses

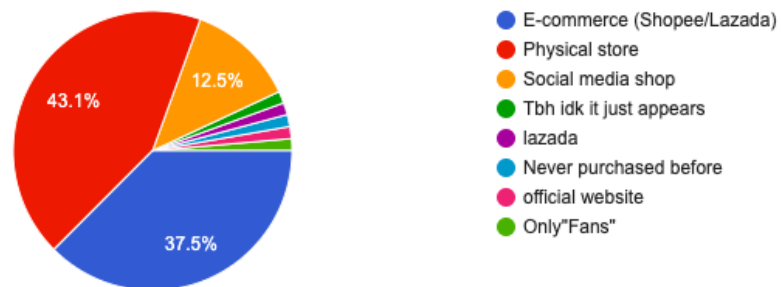


Section E : Customer Behaviour

16. How do you usually prefer to **purchase** a portable fan?

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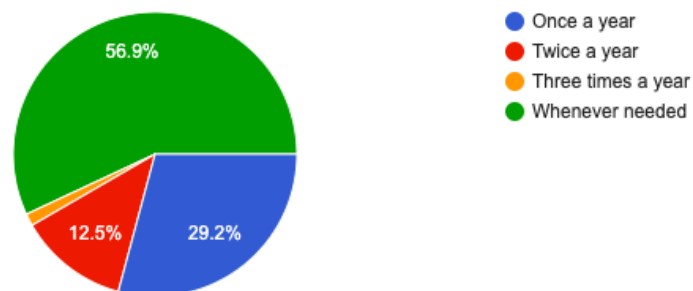
72 responses



17. How **often** do you usually buy fans or small electronic gadgets?

[Copy chart](#)

72 responses



1.1.4 Google Survey Report with brief descriptions for each question's findings

○ **Introduction**

The purpose of the Google survey is to understand **customers' wants, needs, preferences, and behaviours** to develop our own portable fan brand that is **competitive** in the **market**. In addition, we chose Google Survey because our business can obtain valuable customer insights, such as **behaviours, preferences, and satisfaction**, cost-effectively and efficiently. This enables our business to **design products** and **create marketing strategies** that meet real customer **needs, wants, adjust price strategies, and develop targeted marketing campaigns**, ultimately improving **competitiveness** in the **market**.

○ **Methodology**

In Google Survey, I use **multiple choice, ranking, and checkboxes** to collect clear and measurable answers. Questions were divided into **five** main categories to ensure an extensive understanding of customer insights. They are **demographic and background, goals, pricing, information consumption, and customer behaviours**. Firstly, **demographic and background** questions were included to gather demographic information such as **age, gender, and occupation**. Secondly, **goal-based** questions focused on identifying **customers' needs, wants, preferences, experiences**, and particularly the **features** that are most important when choosing a portable fan. Following this, **pricing-related** questions were included in order to determine the **respondent's budget range** and to assess the target customers' **willingness to pay** for a portable fan. In addition, questions on **information consumption** explored how customers usually search for product details such as **SEO, social media, and E-commerce platforms**, and which **sources** influence their **decision-making** the most. Finally, **customer behaviour** questions examined purchasing **habits and preferred shopping channels** to understand the **consumer journey and sales channels**.

○ Findings

Firstly, to identify the target **demographic and background** of the respondents, the survey showed that the majority (**70.8%**) were aged **18-24**, followed by **11.1% under 18** meaning that the majority of the target customer would be classified as a **young adult**. In terms of **gender**, when combining the **55.6% female** respondents, with the **44.4% of male** respondents there does not appear to be any discernible prime target demographic in this category. In terms of **occupation**, the majority of respondents were **students (81.9%)**, and the remaining respondents were **working adults (13.9%)**. Therefore, it could be concluded that the majority of respondents lived in a **single-person, student-based** consumer lifestyle.

Secondly, to identify the target **goals** and desires of the respondents with their portable fan, of the respondents **77.8%** indicated that they have used a portable fan previously, while **22.2%** never. When asked what portable fan features they preferred **84.7%** wanted **long battery life**, while **68.1%** wanted good **wind speed**. **29.2%** of respondents wanted to use a portable fan in the context of **traveling**, while **23.6%** wanted to use a portable fan at **school**. Question seven also identified that **battery life and noise level** were the two most important criteria affecting customer choice in selecting a portable fan.

Thirdly, to assess the target market **pricing** preferences, **50%** of respondents indicated that they would like to pay **RM30-40** and **34.7%** would like **RM40-50**. The **maximum price** they were willing to pay, **43.1%** selected **RM50**. The ability to offer **promotions** was also identified as highly significant, with **48.6%** marking as very important. In evaluating what **add-ons** customers want to receive when purchasing will also have value, **51.4%** of respondents, preferred receiving a **free gift** such as an extra battery or pouch, while **23.6%** preferred a **warranty extension**. This suggests that value-added offerings can enhance **purchase appeal**.

Further, in determining how respondents access product information, the majority of respondents (**43.1%**) stated information was from **online reviews**, followed by **31.9%** from **friends' recommendations** and **29.2%** from **social media adverts**. When it comes to brand awareness, for portable fan brands, **37.5%** reported they noticed the brand from **advertisements** while **33.3%** of respondents noticed portable fan brands from **e-commerce platforms** such as Shopee

and Lazada. Inquiring about **customer reviews**, **41.7%** of respondents stated they were influenced by **customer reviews** and **37.5%** by **product demo videos**, in addition, **69.4%** stated that they prefer **videos**, as the best format, for understanding product information.

In terms of **customer behaviour**, **43.1%** of respondents stated a **physical store** was their preferred purchasing method to purchase portable fans; whereas **56.9%** reported they buy a portable fan **whenever they feel they need** one. It may appear that e-commerce is on the rise; however, this suggests physical retail stores are a viable channel for purchasing portable fans. videos to understand the product information. Lastly, **43.1%** of people prefer physical stores to purchase a portable fan and 56.9% of respondents buy portable fan whatever needed.

○ **Conclusion**

All things considered, the Google survey systematically covers **who the customers are, what they want, how much they are willing to pay, how they make decisions, how they choose a product, what platforms influence them to purchase a product, and how they behave as customers**. All of these facts ensure the survey results will strongly support the **development of a customer-focused** approach for our business.

1.2 Interview Customer Persona

1.2.1 Interview Consent Form

Interview Consent Form

Interview Consent Form: Customer 1 (Teenager)

Project Title: Assessment 1: Assignment (1.2.1 Consumer Persona interview)

Name of Interviewer(s): *Seint Kyi Phyu Khin*

Name and title of interviewee: *Htoo Aung WIn (John)*

Brief introduction of the responsibilities of the interviewee:

This consent form is necessary for us to ensure that you understand the purpose of your involvement and that you agree to the conditions of your participation. Please consider this information carefully before deciding whether to participate in this interview.

Purpose of the interview: If you decide to volunteer, you will be asked to participate in one interview. We are conducting this interview as part of our consumer persona project to learn about what the consumer wants and needs. In this interview, we will ask several questions. Some of them will be about your experience. Others will be about background.

Time required: The interview will take approximately **30-45 MINUTES**.

Risks: Some of the questions may cause discomfort or embarrassment. OR We don't anticipate that there are any risks associated with your participation, but you have the right to stop the interview or withdraw from the research at any time.

Confidentiality:

- The interview will be filmed and audio-recorded, and a transcript will be produced
- You will be sent the transcript and given the opportunity to correct any factual errors.
- Access to the information provided by the Company is limited to

Seint Kyi Phyu Khin, Denise Lau Soong-qi, Lee Yong Ying, Lor Lindsey, Nay Chi Shoon Lae, Kaavindra Prem, and our supervisor Ihsan Mahmood at of GDT Member Institution, academic colleagues with whom we might collaborate as part of the research process, and the Alibaba GET Network.

- Any summary interview content, or direct quotations from the interview, that are made available through academic publication or other academic outlets will be anonymised so

that you cannot be identified, and care will be taken to ensure that other information in the interview that could identify yourself is not revealed

- The actual recording will be destroyed after the assignment is completed.
- Any variation of the conditions above will only occur with your further explicit approval.
Or a quotation agreement could be incorporated into the interview agreement.

Quotation agreement

I also understand that my words may be quoted directly.

Please write your initials next to any of the statements that you agree with:

No	I wish to review the notes, transcripts, or other data collected during the research pertaining to my participation.
Yes	I agree to be quoted directly.
Yes	I agree to be quoted directly if my name is not published and a made-up name (pseudonym) is used.
Yes	I agree that the researchers may publish documents that contain quotations by me.

By signing this form, I agree that;

1. I am voluntarily taking part in this project. I understand that I don't have to take part, and I can stop the interview at any time;
2. The transcribed interview or extracts from it may be used as described above;
3. I have read the Information stated above;
4. I don't expect to receive any benefit or payment for my participation;
5. I can request a copy of the transcript of my interview and may make edits I feel necessary to ensure the effectiveness of any agreement made about confidentiality;
6. I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the future.

Printed name:
Htoo Aung Win

Participant's signature & Date
Htoo Aung Win
04/09/2025

Student's Signature & Date



04/09/2025

Contact information

This project has been reviewed and approved by Ihsan Mahmood. If you have any further questions or concerns about this study, please contact:

Name of interviewer: *Seint Kyi Phyu Khin*

Phone: 01133216402

Email: J24041691@student.newinti.edu.my

Supervisor: *Ihsan Mahmood*

Phone: 012-410 9489

Email: ihsan.madmood@newinti.edu.my

Interview Consent Form: Customer 1 (Working Adult)

— Interview Consent Form —

This is a sample interview/pitch/observation consent form that students may use to obtain consent ahead of any interview/pitch/observation conducted for an assessment task. This template is not prescriptive and acts only as a guide.

Project Title: Part 1: Product Idea & Customer Research (Consumer Persona of Linda Lor

Name of Interviewer(s): *Lor Lindsey*

Name and title of interviewee: *Linda Lor, Chief Retail Officer*

Brief introduction of the responsibilities of the interviewee: *Manages insurance industries involve in product developing, marketing development, and market and product strategy in an insurance company at Allianz Malaysia as a chief retail officer.*

This consent form is necessary for us to ensure that you understand the purpose of your involvement and that you agree to the conditions of your participation. Please consider this information carefully before deciding whether to participate in this interview.

Purpose of the interview: If you decide to volunteer, you will be asked to participate in one interview. We are conducting this interview as part of (project) to learn about (purpose). In this interview, we will asked several questions. Some of them will be about your personal life like your salary, age and your occupation. Others will be about your opinions about the portable fan.

Time required: The interview will take approximately **30 minutes to 45 minutes**.

Risks: Some of the questions may cause discomfort or embarrassment. OR We don't anticipate that there are any risks associated with your participation, but you have the right to stop the interview or withdraw from the research at any time.

Confidentiality:

- the interview will be (filmed/audio-recorded whichever you do), and a transcript will be produced
- you will be sent the transcript and given the opportunity to correct any factual errors
- the transcript of the interview will be analysed by Lor Lindsey.
- Access to the information provided by the Company is limited to Seint Kyi Phyu Khin, Denise Lau Soong-qi, Lee Yong Ying, Lor Lindsey, Nay Chi Shoon Lae, Kaavindra Prem, and our

supervisor Ihsan Mahmood at of GDT Member Institution, academic colleagues with whom we might collaborate as part of the research process, and the Alibaba GET Network.

- any summary interview content, or direct quotations from the interview, that are made available through academic publication or other academic outlets will be anonymised so that you cannot be identified, and care will be taken to ensure that other information in the interview that could identify yourself is not revealed
- the actual recording will be (kept or destroyed state what will happen)
- any variation of the conditions above will only occur with your further explicit approval.

Or a quotation agreement could be incorporated into the interview agreement.

Quotation agreement



I also understand that my words may be quoted directly.

Please write your initials next to any of the statements that you agree with:

participation.
I agree to be quoted directly.
I agree to be quoted directly if my name is not published and a made-up name (pseudonym) is used.
I agree that the researchers may publish documents that contain quotations by me.

By signing this form, I agree that;

1. I am voluntarily taking part in this project. I understand that I don't have to take part, and I can stop the interview at any time;
2. The transcribed interview or extracts from it may be used as described above;
3. I have read the Information stated above;
4. I don't expect to receive any benefit or payment for my participation;
5. I can request a copy of the transcript of my interview and may make edits I feel necessary to ensure the effectiveness of any agreement made about confidentiality;
6. I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the future.

Printed name	
Participant's signature	Date
	10/9/2025
Student's Signature	Date
	10/9/2025

Recommended: All students involved in the project sign this document.

Contact information

This project has been reviewed and approved by Ihsan Mahmood. If you have any further questions or concerns about this study, please contact:

Name of interviewer: Lindsey

Phone: +601165347422

Email: J22038899@student.newinti.edu.my

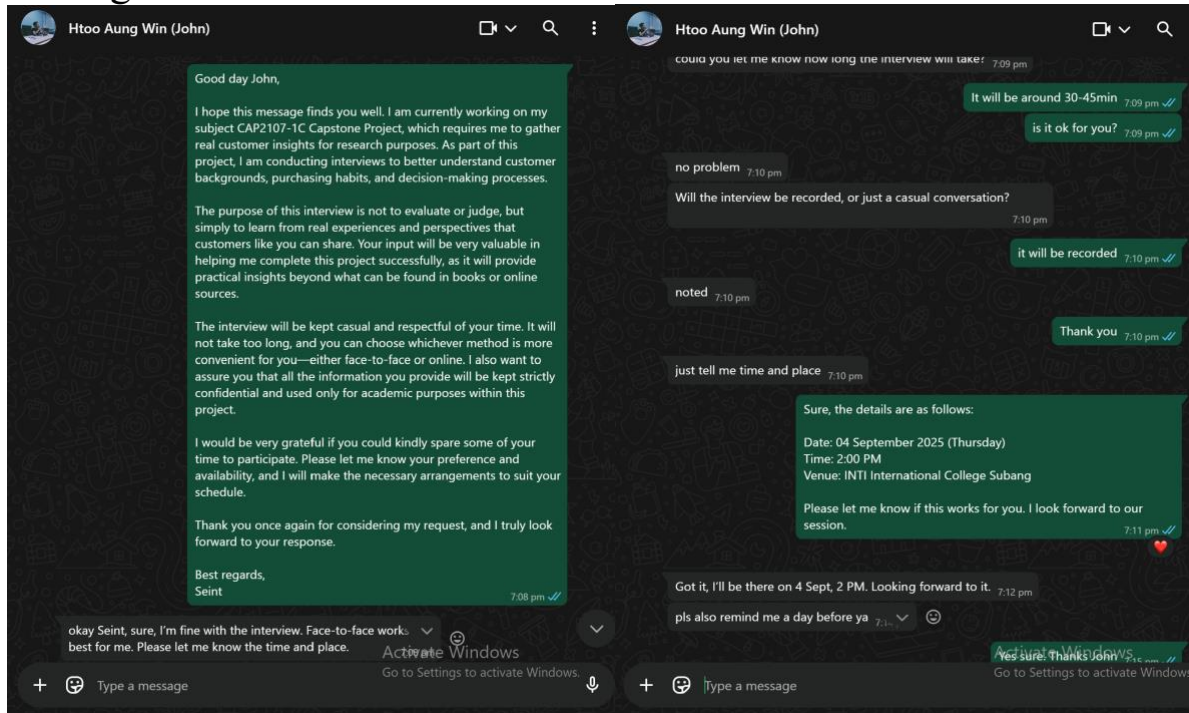
Supervisor: Ihsan Mahmood

Phone: 012-410 9489

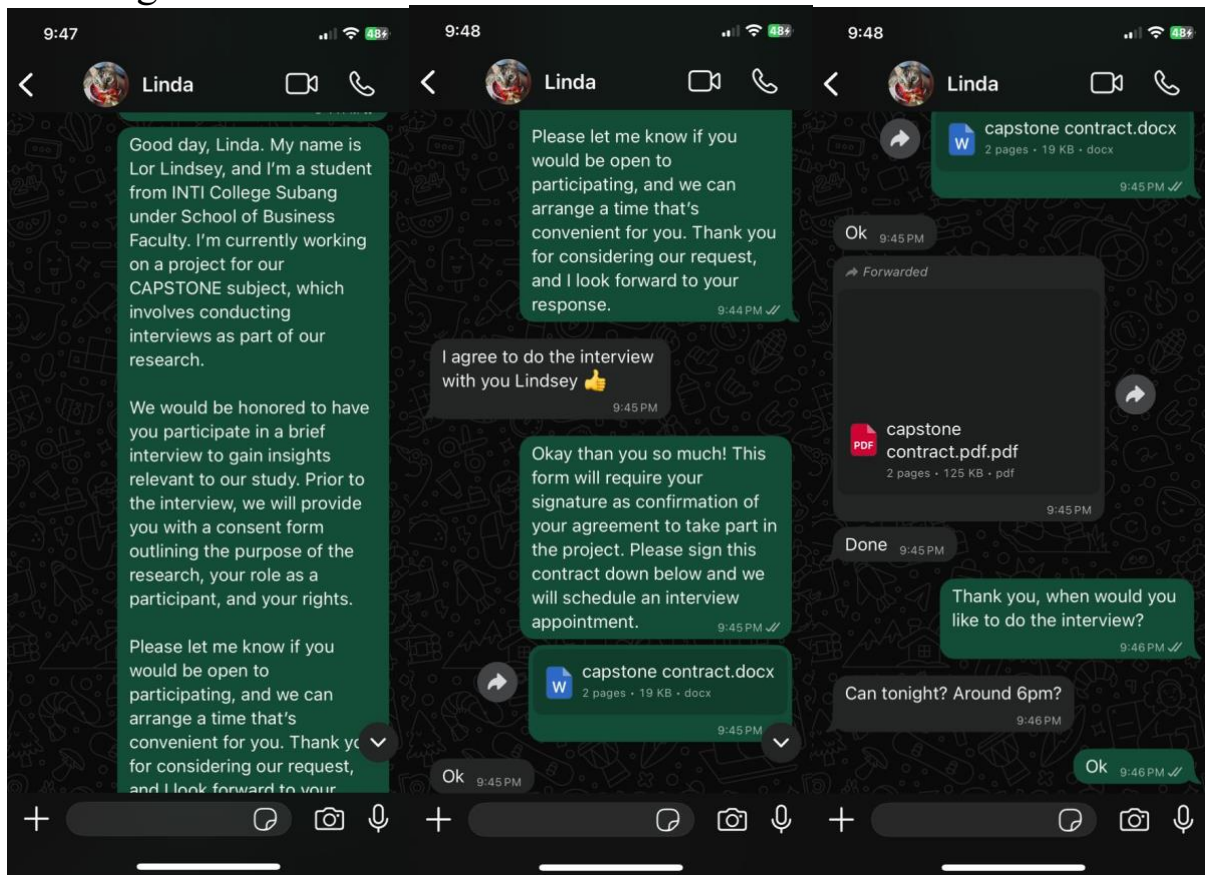
Email: ihsan.madmood@newinti.edu.my

1.2.2 Screen shots of Interview Appointment (WhatsApp)

Teenager:



Working Adult:



1.2.3 Recording Full Audio of interview

Teenager:

<https://drive.google.com/drive/folders/104LQrwZiFOXC60DIWv-qDNsGwNa3kuH6?usp=sharing>

Working Adult:

<https://youtu.be/gHj6Z3BpbhQ?si=WZvOlVqmF6CMzc02>

1.2.4 Photo face of the Interviewee and interviewer

Teenager Interview: Interviewer - Seint, Interviewee - John



Working Adult Interview: Interviewer – Lindsey, Interviewee - Linda



1.2.5 Short 10 second Intro Video

Teenager: https://youtu.be/bI_RzBp46eo

Working Adult: https://youtu.be/C_71pnH91j0?si=-M9Tr9z1-TGJ1sNQ

1.2.5 Summary of Answers for each question

Teenager	
Topic	Q&As
A Day in the Life	<p>Can you tell me what a normal day in your life looks like (school, hobbies, social time)</p> <ul style="list-style-type: none"> • School: 8am–2/6pm • Sports: badminton, football • Social time with friends <p>Do you feel hot/uncomfortable after sports? How do you cool down?</p> <ul style="list-style-type: none"> • Yes, sweat a lot • Uses towel after sports • Drinks cold beverages <p>Where do you usually spend most of your time?</p> <ul style="list-style-type: none"> • School or home most of the time • Social media: Instagram at night
Background	<p>Can you introduce yourself?</p> <ul style="list-style-type: none"> • 19 years old • Student at NT International University • Has part-time jobs helping new students <p>How do you usually come to school?</p> <ul style="list-style-type: none"> • Train daily • Occasionally Grab (when rushing) • Lives convenient location near station <p>What activities do you enjoy after school or weekends other than sport?</p> <ul style="list-style-type: none"> • Drawing • Playing game • Swimming
Finance	<p>Do you usually buy things yourself or ask parents?</p> <ul style="list-style-type: none"> • Buys small daily items • Parents help with bigger purchases <p>How much do you spend monthly on personal items?</p> <ul style="list-style-type: none"> • Daily items: ~RM100–200 • Gadgets: RM200–500 <p>How much would you spend on a portable fan?</p> <ul style="list-style-type: none"> • Budget: RM30–40 • Quality (battery, material, function) matters so can pay RM50–60
Online Behavior	<p>Which social media do you use most?</p> <ul style="list-style-type: none"> • TikTok • YouTube <p>Do you buy things online?</p> <ul style="list-style-type: none"> • Yes • Purchases gadgets online

	<ul style="list-style-type: none"> • Attracted to unique designs <p>What makes you check a product online?</p> <ul style="list-style-type: none"> • Design • Influencer recommendations • Advertisements & reviews <p>Do influencers affect your buying decision?</p> <ul style="list-style-type: none"> • Influencers influence interest • Reviews and quality still matter
What CP is Looking For	<p>What do you expect in a portable fan?</p> <ul style="list-style-type: none"> • Battery life (last a whole day) • Price affordable • Fashionable design <p>Do you prefer trendy/cute or powerful/quality fans?</p> <ul style="list-style-type: none"> • Quality > Trendy design <p>Would you consider solar-powered fans?</p> <ul style="list-style-type: none"> • Only if price is not too expensive • Interested in solar if affordable • Concern: price might be too high <p>Would you use a portable fan indoors or outdoors?</p> <ul style="list-style-type: none"> • Outdoor more useful • Indoor places mostly already air-conditioned but still hot <p>Why switch from other cooling methods to a portable fan?</p> <ul style="list-style-type: none"> • Control temperature individually • Useful in hot outdoor/travel situations
What Influences CP	<p>Whose opinion do you consider when buying something?</p> <ul style="list-style-type: none"> • Friends' experiences • Parents' advice • Online reviews <p>Do brand names matter?</p> <ul style="list-style-type: none"> • Brand less important • Quality & price prioritized <p>If reviews are mixed but design is cool, would you still buy?</p> <ul style="list-style-type: none"> • Maybe, if the price is affordable. • Design influences • Price decides final choice
Brand Affinities	<p>Do you own small gadgets? Which brands do you prefer?</p> <ul style="list-style-type: none"> • Yes • Owns Bluetooth gadgets & power banks • Prefers JBL Brand (quality + affordable) <p>What would make you switch brands?</p> <ul style="list-style-type: none"> • Better features or quality from another brand • Will switch if new brand offers better quality/features <p>What makes you trust a brand?</p> <ul style="list-style-type: none"> • Quality and price balance

	<p>Has a brand name ever made you trust (or not trust) a product?</p> <ul style="list-style-type: none"> • Yes, with phones (Android/iOS) because updates felt unnecessary while pushing new versions • Disappointed by poor updates despite brand reputation
Hopes & Dreams	<p>What are you excited about in the next few years?</p> <ul style="list-style-type: none"> • Excited about studies • Wants to improve after weak foundation performance <p>How do gadgets fit into your goals?</p> <ul style="list-style-type: none"> • Gadgets useful for education • Helps with drawing hobby <p>Do you find keeping up with trends fun or stressful?</p> <ul style="list-style-type: none"> • Doesn't follow trends • Prefers usefulness and advanced features
Worries & Fears	<p>What makes you hesitate when buying gadgets?</p> <ul style="list-style-type: none"> • Concerned about durability • Warranty important • Considers price/quality balance <p>Wasting money vs product not long-lasting – which is worse?</p> <ul style="list-style-type: none"> • Prefers long-lasting quality • Price less important if durable <p>Any bad experience with gadgets?</p> <ul style="list-style-type: none"> • Online scam experience • Misleading ads/features • Product broke quickly • Not true size <p>You said you worry about these concerns, so has that stopped you from buying something before?</p> <ul style="list-style-type: none"> • No • Because read reviews more later
Make Life Easier	<p>How could a portable fan make your daily life better?</p> <ul style="list-style-type: none"> • Can use anytime • Can take everywhere <p>Where would you use it most — at school, outdoors, or while traveling?</p> <ul style="list-style-type: none"> • Can be useful in all of them <p>If you could design the perfect portable fan, what features would you add?</p> <ul style="list-style-type: none"> • Mist into the airflow • Good speed <p>What would make you excited to show this fan to your friends?</p> <ul style="list-style-type: none"> • Mist can be best reason <p>If your friends liked your fan, would that make you feel proud of having it?</p> <ul style="list-style-type: none"> • Of cause because of the design and features

Working Adult	
Topic	Q&As
A Day in the Life	<p>Purpose: To know how CP spends her/his day in relation to our product.</p> <ol style="list-style-type: none"> Can you tell me what a normal day in your life looks like as a working adult? <ul style="list-style-type: none"> Weekday: gym at 6:30AM Takes 1 hr to do a workout Changing room, shower to get ready to office at 9 am Continue with office daily work like meetings, problem solving, discussion, managing workload, team and projects. During the day, when do you usually feel hot, and what do you do to deal with it? <ul style="list-style-type: none"> Reach office early around 8:30 am after gym Office air conditioning only turns on at 9 am Gets hot in between 8:30 am and 9 am in the office after workout. <p>Prompted Questions:</p> <ol style="list-style-type: none"> Do you spend your free time mostly indoors or outdoors? <ul style="list-style-type: none"> Free time – weekends workout for 2 hrs in the morning, have lunch break then home for reworking. Weekday usually outside eating with colleagues or take takeaways to eat in office. Weekends if have time can cook at home.
Background	<p>Purpose: To know basic personal & lifestyle background.</p> <ol style="list-style-type: none"> How old are you, and what's your occupation currently? <ul style="list-style-type: none"> Working in insurance company Age 35+ Are you single, married, divorce, or widowed? <ul style="list-style-type: none"> Single What are your hobbies? <ul style="list-style-type: none"> Watching TV like drama series

	<ul style="list-style-type: none"> • Going to the gym and workout <p>3. Where do you currently live in?</p> <ul style="list-style-type: none"> • Wangsa Maju, Kuala Lumpur <p>4. Do you have children?</p> <ul style="list-style-type: none"> • 2 daughters <p>Prompted questions:</p> <p>1. Can you describe me what do you do as a [insert job] ?</p> <ul style="list-style-type: none"> • In insurance industries • Involve in product development, market strategy, user interface on the core system, product strategy <p>2. Who do you usually spend the most of your day with (friends, colleagues, family)?</p> <ul style="list-style-type: none"> • Friends and colleagues on weekdays when working • Family with daughters only <p>3. Does your work require you to work outdoors often or indoors?</p> <ul style="list-style-type: none"> • Depends on both • Internal meeting inside office • Outstation to visit branches, have lunch with business partners or customers, attend seminar or conventions • Depending on circumstances.
Finance	<p>Purpose: To know if CP can afford the product.</p> <p>1. Do you usually buy things for yourself or for your friends or family?</p> <ul style="list-style-type: none"> • For herself and family <p>2. How much do you normally spend per month on personal items (like gadgets, accessories, food)?</p> <ul style="list-style-type: none"> • Approximately RM5000 per month • Mostly on food and groceries, household needs like detergents and self-cares <p>3. May I know what your estimated monthly/annual earnings are?</p> <ul style="list-style-type: none"> • Rather not say it

	<p>4. If you wanted a small gadget like a portable fan, how much would you feel okay spending?</p> <ul style="list-style-type: none"> • Depends on the quality of the products <p>Prompted Questions:</p> <p>1. Do you set a budget for products or just buy them when needed? When I needed them</p> <p>2. If you see a new product you like, do you buy them right away or wait for a while? When I needed it, I'd buy immediately</p>
Online Behaviours	<p>Purpose: To know what social media/e-commerce platform CP is active on.</p> <p>1. Which social media do you use most often (TikTok, Instagram, YouTube, etc.)?</p> <ul style="list-style-type: none"> • Facebook, and Instagram mostly <p>2. Do you ever buy things online? If yes, why is that what platform you use to shop online, and what type of products?</p> <ul style="list-style-type: none"> • Yes • Shopee and Temu • Buy products like cat foods, household use, it depends like clothing <p>3. When you see a product online, what makes you stop and check it out (video, influencer, price, design)?</p> <ul style="list-style-type: none"> • Design of the product, content of social media, quality, and pricing <p>3. Usually what would you look for first?</p> <ul style="list-style-type: none"> • Design and pricing of the product first <p>5. When shopping online, what makes you trust the seller or platform?</p> <ul style="list-style-type: none"> • Look at review first • The comments from the public <p>4. Is that what makes you trust the seller?</p>

	<ul style="list-style-type: none"> • If the comments is good <p>7. Do you follow any influencers who review cool gadgets No, not really</p> <p>Prompted questions:</p> <p>1. What type of content do you like or usually watch online? Like tutorials, product reviews, or entertainment?</p> <ul style="list-style-type: none"> • Product review <p>2. Do you ever buy things online? à If no, why is that and what type of product?</p> <ul style="list-style-type: none"> • *already answered yes* <p>3. Have you bought a cool gadget because you saw it online?</p> <ul style="list-style-type: none"> • Earbuds <p>4. Do you recall what brand, influencers that made you buy the earbuds?</p> <ul style="list-style-type: none"> • Not so much on influencers • remembered the brand <p>5. Do you remember what brand was it? Xiaomi on e-commerce platform Shopee and Temu</p>
Whar CP is Looking for?	<p>Purpose: To know CP expectations from a portable fan.</p> <p>1. What would you expect from a portable fan to make it useful for you?</p> <ul style="list-style-type: none"> • Not too heavy • Speed of the fan • How long can it last, if battery or chargeable then how long • If fan, no noise

	<p>2. Would you use a portable fan indoors, outdoors, or both?</p> <ul style="list-style-type: none"> • Both <p>3. Do you prefer a portable fan that is lightweight and portable or that is powerful and heavy?</p> <ul style="list-style-type: none"> • Lightweight and portable if need to carry outdoors • If indoor, don't mind it to be powerful and heavy <p>4. If a fan could do something extra like air purification or solar charging, would you be interested?</p> <ul style="list-style-type: none"> • Definitely <p>5. When buying a portable fan, what's the first thing you look for? Design, functions, or price?</p> <ul style="list-style-type: none"> • All together • Would look for function <p>Prompted question:</p> <ol style="list-style-type: none"> 1. What would make you switch from other cooling methods (like aircon, normal fan) to a portable one? <ul style="list-style-type: none"> • Energy saving 2. Do you prefer a fan that looks trendy/cute, or one that is more powerful? <ul style="list-style-type: none"> • Powerful
What influences CP?	<p>Purpose: To know who/what affects CP's decision.</p> <ol style="list-style-type: none"> 1. When you want to buy something new, whose opinion do you ask first (friends, parents, social media)? <ul style="list-style-type: none"> • Friends 2. Do you usually check reviews or rely on what friends say? <ul style="list-style-type: none"> • Both review and friends 3. Does brand name matter to you, or do you just go for what looks nice and works? <ul style="list-style-type: none"> • Brand matters <p>Prompted questions:</p> <ol style="list-style-type: none"> 1. Do you compare products first before buying or go with your first choice? <ul style="list-style-type: none"> • Go with first choice

	<p>2. When was the last time someone has influenced you into buying a product? à If yes, why did they influence you to buy it?</p> <ul style="list-style-type: none"> • Few months ago • From friends • Influenced because of the quality of the product
Brand Affinities	<p>Purpose: To know what brands CP is using currently.</p> <p>1. Do you already own small gadgets (like mini fans, power banks, Bluetooth speakers)?</p> <ul style="list-style-type: none"> • Bluetooth earbuds <p>2. Which brands do you usually like for gadgets, and why?</p> <ul style="list-style-type: none"> • Depends • Communication handphone à prefer Apple • Electronics equipment (computer, laptop) à prefer Dell <p>3. What makes you trust a brand — quality, looks, or price?</p> <ul style="list-style-type: none"> • Mostly quality <p>Prompted questions:</p> <p>1. Which gadget brand you feel the most reliable to you? à if so, why?</p> <ul style="list-style-type: none"> • Handphone • Can work using phone checking email • Using teams or Microsoft for meeting • Laptop but heavy to bring around • Handphone is the best
Hopes & Dreams	<p>Purpose: To know personal or future goals.</p> <p>1. What's something you're excited about in the next few years (school, hobbies, personal goals)?</p> <ul style="list-style-type: none"> • Electronic equipments and gadgets that can come in with AI that can assist in daily jobs • Personal life – to go for holiday

	<p>2. Do you like keeping up with trends or having the latest cool stuff?</p> <ul style="list-style-type: none"> • Depends on it • If communication then yes • If others that are not necessary, then not really <p>3. What's something small that could make your daily life easier or more enjoyable?</p> <ul style="list-style-type: none"> • Something small • Handphone for communication or communication gadget <p>4. Is it for work?</p> <ul style="list-style-type: none"> • Yes <p>5. How about personal life?</p> <ul style="list-style-type: none"> • Yes • Same thing for personal and work <p>Prompted questions:</p> <p>1. If you had the free time, what's the first thing you like to do?</p> <ul style="list-style-type: none"> • Doing nothing • Watching TV
Worries & Fears	<p>Purpose: To know what CP worries about when buying.</p> <p>1. When you think of buying a gadget, what makes you hesitate? (Price, quality, breaking easily, parents' approval?)</p> <ul style="list-style-type: none"> • Pricing • Because too expensive and whether it's worth it or not <p>2. Like in terms of whether it can last long or something else</p> <ul style="list-style-type: none"> • Whether can get alternatives products that carry similar features at cheaper price <p>3. Do you worry more about wasting money or about the product not lasting long?</p> <ul style="list-style-type: none"> • Quality not up to standards • I don't mind spending more if quality is good, it's up to my expectations. <p>4. If it's not up to your expectation, what would you do?</p>

	<ul style="list-style-type: none"> • If not up to standards, get a refund from seller • Return the product and get the money back <p>5. What bad experience have you had with buying a gadget before?</p> <ul style="list-style-type: none"> • Yes • They are miss selling • product warranty period is 1 year but it's less than one year, try to claim warranty but seller are unable to do it. • No refund <p>6. What usually makes you regret a purchase?</p> <ul style="list-style-type: none"> • Bad experience • After sales service • Service level <p>7. What's your biggest concern when trying out a new brand for the first time?</p> <ul style="list-style-type: none"> • Depends on when need the product • if review is good doesn't mind purchasing from a new brand • If review not good, then don't need to buy <p>Prompted questions:</p> <p>1. Do you worry about buying something that turns out to be and not useful for the long-term?</p> <ul style="list-style-type: none"> • Of course
Make Life Easier	<p>Purpose: To know how products can make CP life easier.</p> <p>1. How could a portable fan make your daily life better?</p> <ul style="list-style-type: none"> • Able to give cooling effect • Feeling fresh as in feeling good <p>2. If you could design the perfect portable fan, what features would you add?</p> <ul style="list-style-type: none"> • Noise cancellation • Lightweight • Powerful in fan speed

	<p>3. What would make you excited to show this fan to your friends?</p> <ul style="list-style-type: none"> • If it's comfortable • Make you feel good • Functionality and pricing <p>Prompted questions:</p> <p>1. If you had a portable fan right now, when would you use it most today?</p> <ul style="list-style-type: none"> • Early in the morning after my gym • Summer holiday
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1.3 Consumer Persona

Teenager Consumer Persona:



Htoo Aung Win

2). Background

- 19 years old
- Student at INTI Subang
- Part-time: helps new students
- Train daily commute
- Lives near station

3). Finance

- Buys daily items self
- Parents: bigger purchases
- Monthly: RM100–200 daily items
- Gadgets RM200–500
- Portable fan budget: RM30–60

4). Online Behavior

- Active on TikTok and YouTube
- Buys gadgets online
- Attracted to unique designs
- Influencer recommendations + reviews matter

5). What CP is Looking For

- Long battery life
- Affordable price
- Fashionable yet quality design
- Outdoor usage mainly
- Solar power if cheap

6). What Influences CP

- Friends' experiences
- Parents' advice
- Online reviews
- Price over design
- Brand less important

7). Brand Affinities

- Owns gadgets, power banks
- Prefers JBL (quality + affordable)
- Switch for better features
- Trust balance: quality & price

8). A Day in the Life

- School: 8am–2/6pm
- Sports: badminton, football
- Social with friends
- Instagram at night

9). Hopes & Dreams

- Excited about studies
- Improve weak foundation
- Gadgets aid education & drawing
- Prefers usefulness over trends

10). Worries & Fears

- Concern: durability
- Warranty important
- Fears scams, misleading ads
- Bad online experiences
- Reviews reduce worries

11). Make Life Easier

- Portable fan anytime, anywhere
- School, outdoor, travel use
- Perfect fan: mist airflow
- Excited to show friends
- Proud if friends like it

Working Adult Consumer Persona:



Linda Lor

A Day in the Life of Linda Lor

- Weekday gym: 1 hour before work
- Showers, starts work at 9 AM
- Office: meetings, problem-solving, team/project management
- Weekend gym: 2 hours, then lunch
- Weekday lunch: out with colleagues
- Weekend lunch: eats out or cooks if time allows

Background

- 35+ years old, single mom of 2
- Works in insurance (product, marketing, strategy)
- Hobbies: workouts & TV
- Based in Wangsa Maju
- Works both indoors & outdoors

Finance

- Buys for herself and family
- 5000 Ringgit on food, groceries and household needs.
- Buys gadgets when needed immediately
- Will spend depending on the quality

Online Behaviour

- Facebook & Instagram user
- Shops on Shopee & Temu (cat food, home, clothes)
- Buys based on design & price
- Trusts reviews
- No influencer follows
- Last buy: Xiaomi earbuds on Shopee

What does she look for?

- Expects fan to be light, durable, quiet, strong
- Prefers lightweight & powerful for outdoor use
- Interested in extra features
- Prioritizes functionality
- Open to switching for energy saving

Make Life Easier

- Portable fan with cooling air
- Quiet, lightweight, powerful
- Comfortable and affordable
- Used after gym workouts or during summer holidays

What influences her?

- Influenced by friends
- Checks reviews & friend opinions
- Cares about branding
- Rarely compares, goes with first choice
- Bought something recently due to friend's quality recommendation

Brand Affinities

- Owns Bluetooth earbuds
- Prefers Apple for communication, Dell for electronics
- Trusts brands with proven quality
- Uses phone for email & meetings
- Has a laptop, but it's bulky to carry


Hopes and Dreams

- Excited about AI electronics for daily work
- Looking forward to future holidays
- Follows tech trends mainly for communication
- Appreciates small tech that eases life (e.g., phone)
- Enjoys relaxing and watching TV

Worries and Fears

- Worries about price and value
- Looks for cheaper, similar alternatives
- Concerned about quality
- Warranty ending early, no refund/support
- Regrets poor after-sale service
- Fears product not meeting expectations
- Will buy new brands if reviews are good and product is needed

1.4 Desktop Research

Demand Conditions	Research Information
Target Customers	<p><u>Research 1</u></p> <p>A) <u>Title of Graph</u> Target Customer Groups for Handheld Electric Fans</p> <p>B) <u>Graph / Table</u></p>  <p>PRODUCT TYPE Rechargeable Handheld Fans Battery-operated Handheld Fans USB-powered Handheld Fans Eco-friendly Solar-powered Handheld Fans</p> <p>BLADE TYPE Bladeless Handheld Fans Traditional Blade Handheld Fans Multi-blade Handheld Fans Adjustable Blade Angle Fans</p> <p>DESIGN SIZE Compact Handheld Fans Foldable Handheld Fans Stylish and Aesthetic Designs Ergonomic Handle Designs</p> <p>OPERATING MODES Single Speed Handheld Fans Multi-speed Handheld Fans Oscillating Handheld Fans Smart App-controlled Fans</p> <p><small>Source : www.verifiedmarketreports.com</small></p> <p>C) <u>Source of Graph / Table</u> https://www.verifiedmarketreports.com/product/handheld-electric-fans-market/</p> <p>D) <u>Summary:</u></p> <ul style="list-style-type: none"> The report classifies users into distinct groups: General Consumers; Outdoor Enthusiasts; Travelers & Tourists; Sport & Fitness Participants. “General Consumers” likely refers to everyday indoor & outdoor usage, users wanting convenience and personal cooling. Outdoor Enthusiasts would include people who spend time outside (hiking, camping etc.), needing portability. Travelers & Tourists need fans that are compact, lightweight, possibly rechargeable to be easy to carry. Sport & Fitness Participants might want fans for gym, sports fields, uses during or after activity; likely value durability and portability. Also, there is a growing trend of designs that are “lightweight, compact, battery-operated” and features such as USB charging.

E) Conclusion:

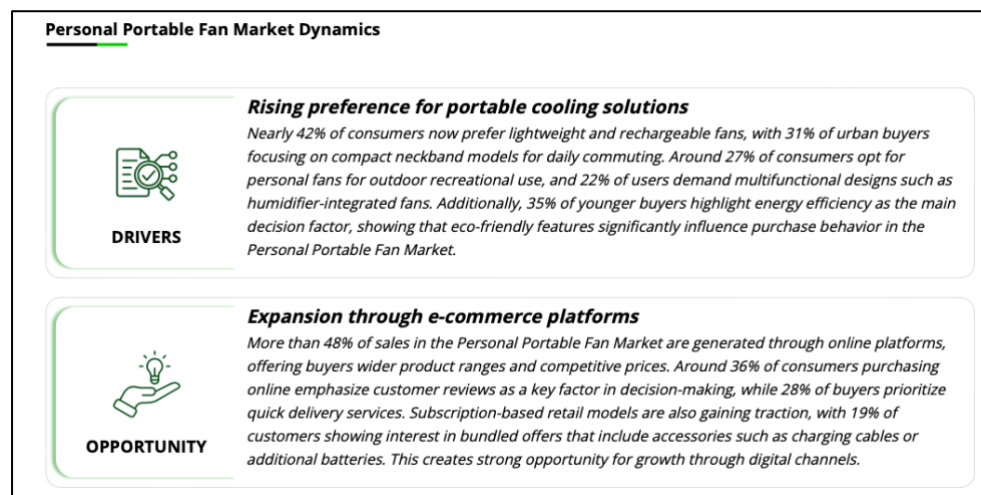
- If we choose to target **travellers/tourists**, we should prioritize slim, foldable, USB-rechargeable fans.
- If focusing on **sport & fitness**, we should lean toward rugged builds, sweat-proof materials, strong airflow.
- For **general consumers**, maybe more variety in styles, price points, everyday usability.
- **Understanding** these segments **helps** in product features, marketing messages (portable, for travel, outdoor use, gym-friendly).

Research 2

A) Title of Graph

Regional & Urban vs Rural Customer Segments

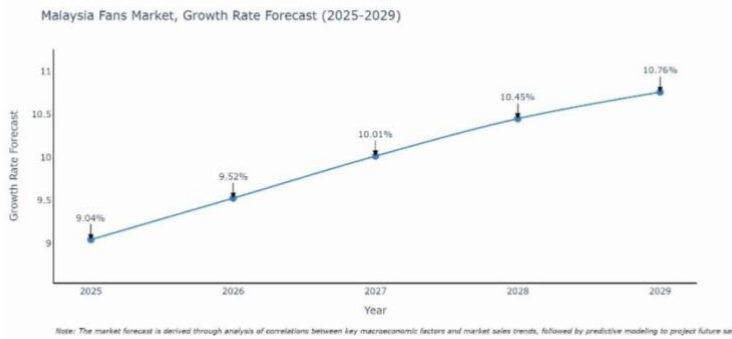
B) Graph / Table

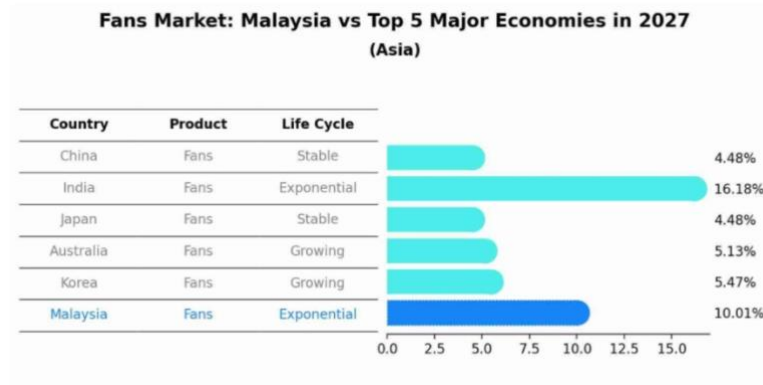


C) Source of Graph / Table

https://www.globalgrowthinsights.com/market-reports/personal-portable-fan-market-103332?utm_source=chatgpt.com

D) Summary:

	<ul style="list-style-type: none"> • Asia-Pacific is the largest regional market: considerable demand driven by affordability and strong e-commerce growth. • In urban areas globally, consumers show preference for portable fans with features like lightweight design and rechargeable batteries. • Offline sales are still relevant in semi-urban / rural markets; online sales dominate in many urbanised / more connected regions. <p>E) Conclusion:</p> <ul style="list-style-type: none"> • If launching this product, targeting urban consumers in Asia-Pacific could be a strong strategy (large share + growth). • Focus product design on affordability, lightweight construction, rechargeable power. • Use e-commerce heavily there. But don't neglect offline channels in more rural or semi-urban regions where people might still prefer to see products physically. 												
<p>Market Area / Location</p>	<p>A) Title of Graph Malaysia Fans Market size Forecast (2020-2026)</p> <p>B) Graph / Table</p>  <p>The graph displays the forecasted growth rate for the Malaysia Fans Market from 2025 to 2029. The y-axis represents the 'Growth Rate Forecast' in percentage, ranging from 9 to 11. The x-axis represents the 'Year'. The growth rate starts at 9.04% in 2025 and increases steadily to 10.76% in 2029.</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Growth Rate Forecast (%)</th> </tr> </thead> <tbody> <tr> <td>2025</td> <td>9.04%</td> </tr> <tr> <td>2026</td> <td>9.52%</td> </tr> <tr> <td>2027</td> <td>10.01%</td> </tr> <tr> <td>2028</td> <td>10.45%</td> </tr> <tr> <td>2029</td> <td>10.76%</td> </tr> </tbody> </table> <p><small>Note: The market forecast is derived through analysis of correlations between key macroeconomic factors and market sales trends, followed by predictive modeling to project future sales.</small></p>	Year	Growth Rate Forecast (%)	2025	9.04%	2026	9.52%	2027	10.01%	2028	10.45%	2029	10.76%
Year	Growth Rate Forecast (%)												
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2029	10.76%												



C) Source of Graph / Table

<https://www.6wresearch.com/industry-report/malaysia-fans-market-2020-2026>

D) Summary:

- From **2025 to 2029**, Malaysia's fan market is expected to **grow** at a CAGR of approximately **10.7%** due to **factors** like construction, urbanization, and climate change.
- Demand is dominated by residential housing, particularly among **growing urban households**.
- Due to their **infrastructure** and **growing incomes**, Tier-2 and Tier-3 cities are becoming more in **demand**.
- Compact, low-noise, energy-efficient fans are preferred in **urban homes**.
High-capacity, specialized fans are required in **industrial areas**, such as factories, offices, and warehouses.

E) Conclusion:

- Urban and rural areas must be **balanced** in the strategy: premium features for cities, dependability for rural areas.
- The **best** urban hubs for upscale, intelligent, fashionable fans are **KL, Johor Bahru, and Penang**.
- Low-cost, long-lasting units with basic features are preferred in rural and suburban areas.
- Brands ought to develop **feature-differentiated lines** for **industrial and urban demands**.

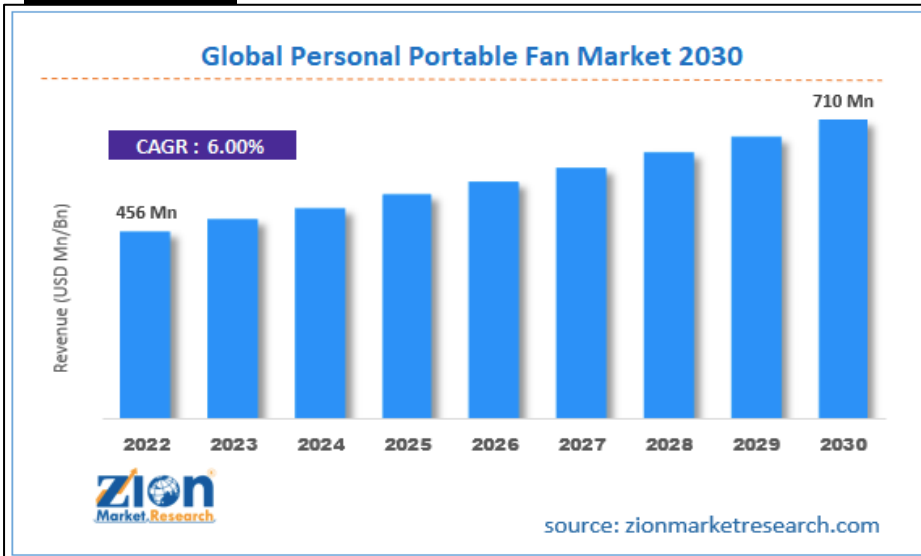
- To capitalize on new growth, online retail and Tier-2/3 **city expansion** are key.

Research 1

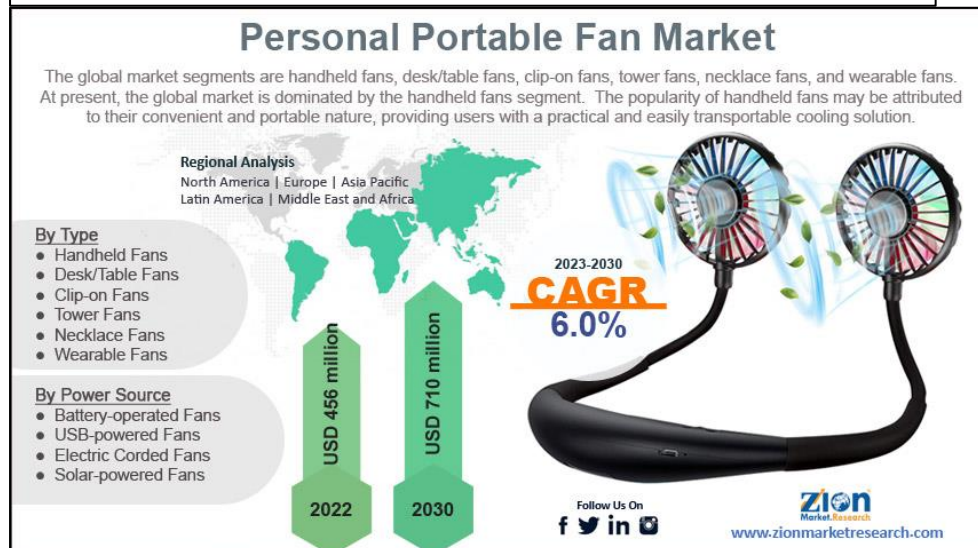
A) Title of Graph

Global Personal Portable Fan Market Growth Forecast (2022–2030)

B) Graph / Table



**Demand
Pattern**



C) Source of Graph / Table

<https://www.zionmarketresearch.com/report/personal-portable-fan-market>

D) Summary:

- The global personal portable fan market was valued at **USD 456 million in 2022** and is projected to reach **USD 710 million by 2030**.
- This represents a steady **6.0% CAGR** between 2023–2030.
- Asia-Pacific is the leading regional market and expected to grow fastest due to **hot climate** and **high population density**.
- Rechargeable and USB-powered portable fans are driving demand because of **convenience** and **portability**.

E) Conclusion:

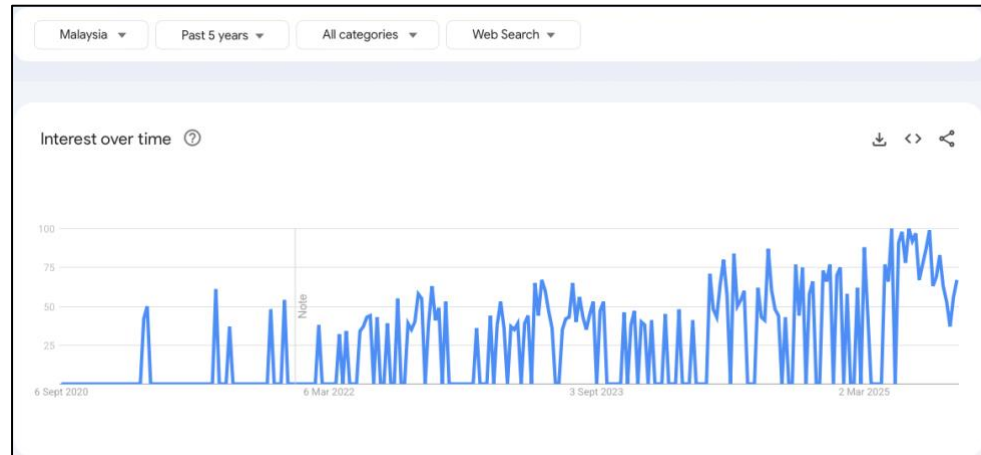
- The data confirms that demand for portable/handheld fans is **increasing globally**, making it a sustainable business opportunity.
- Since handheld fans dominate the market, businesses should **prioritize** this product type.
- Focus on **rechargeable/USB-powered models**, as they align with consumer trends and mobility needs.
- With Asia-Pacific leading growth, businesses in Malaysia and neighbouring SEA countries can expect strong sales potential—particularly during **hot weather seasons**.
- Using this data, we can justify **stock expansion, targeted marketing campaigns**, and **seasonal promotions** for portable handheld fans.

Research 2

A) Title of Graph

Google Trends Interest for “Hand Fan” in Malaysia (2020–2025)

B) Graph / Table



C) Source of Graph / Table

<https://trends.google.com/trends/explore?date=today%205-y&geo=MY&q=hand%20fan&hl=en-GB>

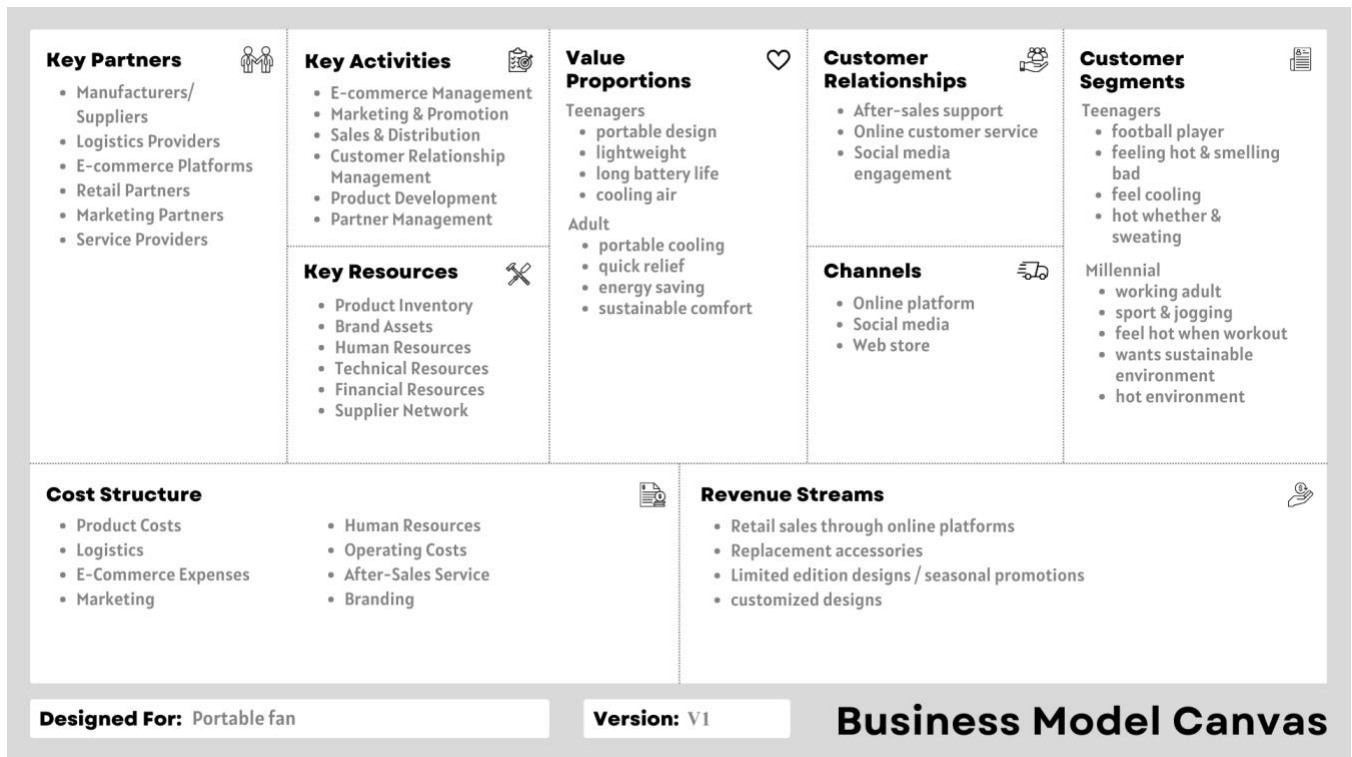
D) Summary:

- Search interest for “hand fan” in Malaysia **fluctuates** between 2020 and 2025.
- Demand spikes during **hot seasons** and **heatwaves**, reflecting weather-driven interest.
- While interest is not consistently high year-round, there is a **recurring pattern** of sharp increases during hotter months.
- Indicates seasonal **demand behaviour** rather than decline.

Conclusion:

- Confirms that demand in Malaysia is highly seasonal, peaking during periods of **high temperature or haze**.
- Businesses should align promotions and stock levels with **weather patterns** (e.g., before/during heatwaves).
- Using Google Trends data helps **predict** demand surges, ensuring businesses do not miss sales opportunities during peak interest.
- This supports a strategy of seasonal marketing campaigns, e-commerce ads, and bulk inventory planning during hot months

1.5 BMC V1



1.6 Conclusion

In summary, this Google survey, which provides a deep understanding of **consumer needs and preferences**, confirms a strong and viable market opportunity for a new portable fan brand in Malaysia.

Our core target market is **teenagers and students** (aged 18-24), who are highly value-conscious and prioritize basic features like long battery life, strong wind speed, and affordable prices (RM30-50). Our **second target market** is working professionals, who prioritize quality, brand reputation, and advanced features like solar charging or air purification.

To succeed in this competitive yet stable market, our products must **excel in basic performance** while distinguishing themselves through innovative additional features such as smart design, portability, and a mist function. **Marketing efforts** must be digitally native, leveraging video content and social media influencers, with a focus on **building trust through customer reviews and testimonials**. A **hybrid sales strategy** that integrates e-commerce platforms with physical retail is crucial to fully capture consumer purchasing preferences.

Ultimately, by integrating these validated customer insights into our product development, pricing, promotion and distribution strategies, we can confidently build a **customer-centric portable fan brand** with a strong competitive advantage and room for growth in the Malaysian market.

1.7 References

<https://www.verifiedmarketreports.com/product/handheld-electric-fans-market/>

https://www.globalgrowthinsights.com/market-reports/personal-portable-fan-market-103332?utm_source=chatgpt.com

<https://www.6wresearch.com/industry-report/malaysia-fans-market-2020-2026>

<https://www.zionmarketresearch.com/report/personal-portable-fan-market>

<https://trends.google.com/trends/explore?date=today%205-y&geo=MY&q=hand%20fan&hl=en-GB>